AUGUST 6, 1956 35c PER COPY

BROADCASTING TELECASTING

COMPLETE INDEX
Page 10

IN THIS ISSUE:

How Radio-TV Will Cover Conventions
Page 27

Radio Advances % Above Year Ago
Page 43

Own Problems, Courts—Wolfson
Page 60

What Should FCC Do About Programming?
Page 77

FTC Will Step Up Radio-TV Monitoring
Page 80

25TH year

Proof of dominance!

June 1956 figures* give WXEX-TV

16%

more viewers per rating point

	Number of TV homes in Grade B area	TV homes per rating point projected to Grade B area
WXEX-TV	205,000	2,050
STATION B	175,400	1,754
STATION C	174,800	1,748

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

The dominant station serving Richmond, Petersburg and Central Virginia

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

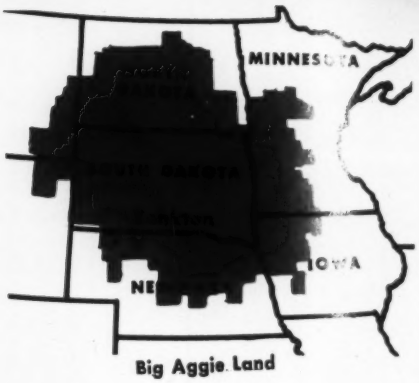
National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington. Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Big Aggie Land

Pop. 2,277,000

Retail Sales
$2,496,402,000

Effective Buying Income
$2,971,126,000



One of the few Major *markets in the nation where* TV *means* T'AINT VISIBLE

WNAX radio—the BASIC buy in Big Aggie Land

74% of the WNAX coverage area has less than 50% TV penetration

43% of the WNAX coverage area has less than 25% TV penetration

Yes, radio is the basic medium in Big Aggie Land. It is the only effective way to sell in this major U. S. market, for a very simple reason: no other medium comes even close to penetrating and covering the Big Aggie market.

And, Big Aggie Land is a major market

In population, effective buying income, and retail sales it ranks alongside such important markets as Philadelphia, Los Angeles, Detroit. It is one of the richest agricultural areas in the nation—with 12.2% of the nation's farms producing 18.7% of the nation's total cash farm income. Big Aggie Land is made up of parts of 5 states—Minnesota, the Dakotas, Nebraska, and Iowa—which are welded into **one** market by a radio station . . . WNAX-570.

Only WNAX-570 delivers this major market

In total Weekly Audience among radio stations in the Big Aggie area, WNAX-570 holds a lead of more than 100,000 families over the second station. In the most recent listener daily surveys, WNAX-570 had the top rating in 97.3% of the 500 quarter-hours measured. Because it is one of the major markets in the nation, Big Aggie land belongs on your market list. And, remember there is only one logical medium to use in this land where TV means T'aint Visible—the radio station that dominates, is actually an institution in the great Upper Missouri Valley . . . WNAX-570.

Ask your Katz man for detailed facts and figures on the amazing power and influence of WNAX radio in one of America's richest market areas.

WNAX-570

YANKTON, SOUTH DAKOTA

A Cowles Station • CBS Radio

Don D. Sullivan, Advertising Director.

Under the same management as KVTV Channel 9, Sioux City.

We Keep "Good Company" in

TERRE HAUTE

CBS TELEVISION · NBC · ABC

WTHI-TV . CHANNEL 10

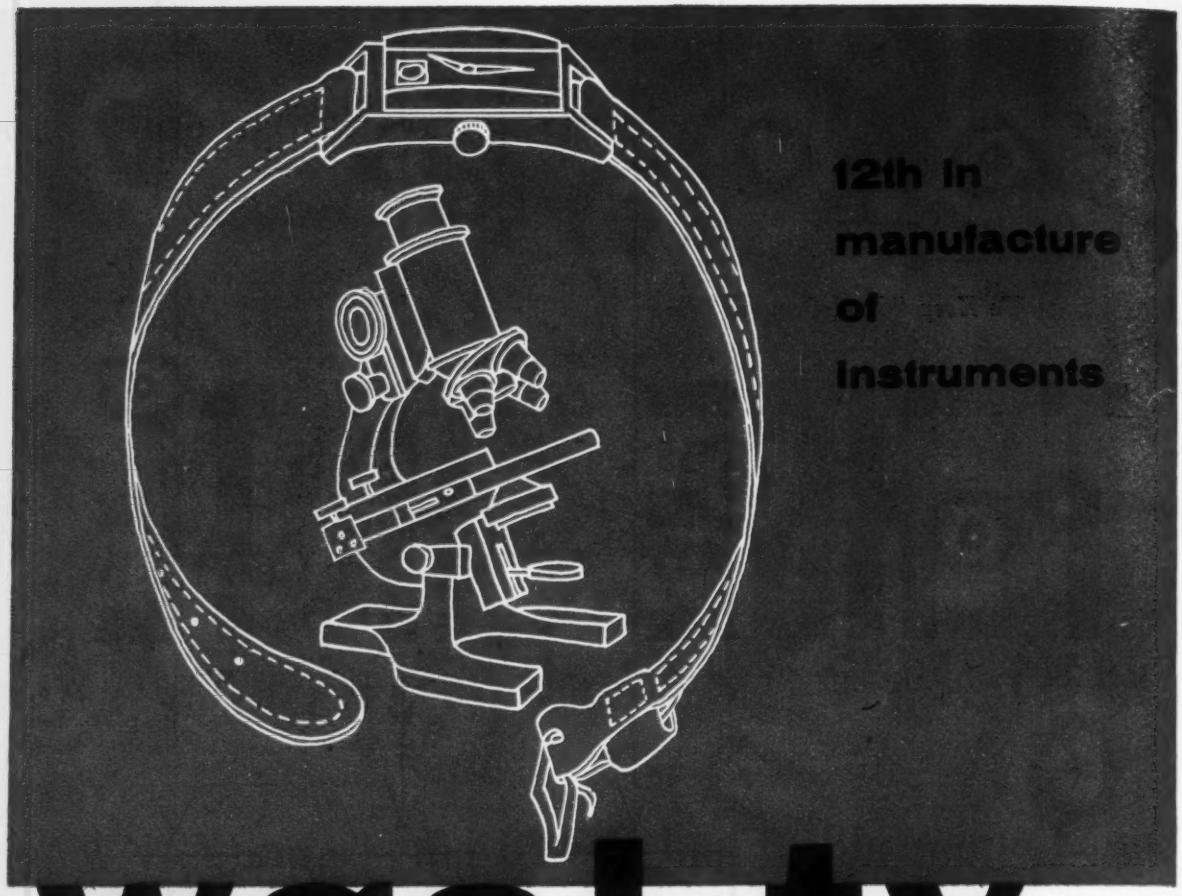
TERRE HAUTE, INDIANA

180,920 TV HOMES

69th TV MARKET

REPRESENTED NATIONALLY BY THE BOLLING CO., NEW YORK—CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

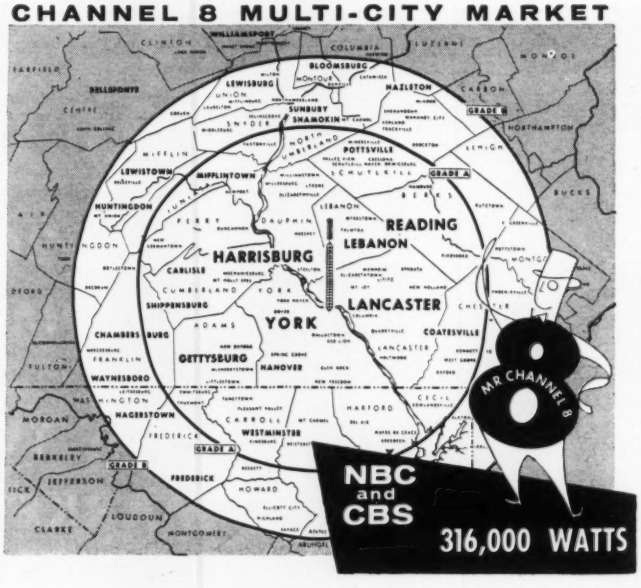
NBC AND CBS

Among the television markets foremost in the manufacture of instruments and related products, the Channel 8 Multi-City Market ranks twelfth, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power" —May 10, 1956*). This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a *buying* market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit

ALARM • Excitement prevailed in broadcast circles last week after release by APC of its new plan to equalize tv facilities in top 200 markets [B•T, July 30]. Plan was labeled "Petition for Reconsideration" and filed with FCC July 26. Some broadcasters who would be affected realized suddenly that 10-day rule for replies technically would apply, meaning oppositions should be in by Aug. 6 (today). FCC legal authorities asserted this technically was correct, but that as practical matter, no action is imminent with FCC in recess and that, moreover, no rights could be prejudiced since rule-making would be entailed on each individual change proposed, with customary notice and procedural processes involved.

B•T

NEW YORK political insiders see more than meets eye in Rep. Emanuel Celler's tv-monopoly side-show invading networks, agencies and talent, to resume in New York in September. Hearings start in advance of New York State Democratic convention and one of big question marks is whether septuagenarian Sen. Herbert Lehman will run again. If he doesn't, story goes, Mr. Celler, now chairman of House Judiciary Committee, might ride into nomination on crest of tv-hearing publicity wave.

B•T

IS CRASH COMING? Big push on FCC's "crash" research and development program on uhf will come this week. Chairman McConnaughey, in residence for one week during August summer recess, is expected to start ball rolling by arranging meeting with top broadcasting and manufacturing officials to lay groundwork for general meeting early in fall to get project underway. Still seriously considered is establishment of non-profit organization to act as coordinator of program and also available to receive gifts, donations and grants. Alternative proposal is expected in mid-September Bowles Committee report to Senate Commerce Committee recommending multi-million appropriation by Congress for technological, economic and social study of tv and radio spectrum through contracts with universities and research labs.

B•T

NOBODY is talking. Principals in Federal Trade Commission complaint against grocery products manufacturers have been keeping mum on charges they violated Robinson-Patman Act by using merchandising services of radio and tv stations [B•T, July 30], as have networks whose stations are involved. Fear is expressed in some broadcast circles that defendants may sign cease and desist order, putting in jeopardy major area of broadcast merchandising and promotion activities.

LOEW'S LOOKING • Loew's Inc., which has announced intentions of full-scale activity in tv, is considering acquisition of number of tv-radio station properties—among them Storer Broadcasting Co. stations which might possibly be on market in light of existing multiple-ownership quota limitation. (Storer has announced that it will sell only if required to do so.)

B•T

MEANWHILE, MGM, Loew's subsidiary, reportedly is negotiating with "several" networks on sale of feature film packages drawn from its extensive reservoir, on what is described by Charles C. (Bud) Barry, head of tv operations, as "either/or" basis. If package sales are made to networks for national sponsorship (entailing multi-million figures), then junior libraries will be offered individual stations. If network deals do not jell, senior sales will be syndicated to individual stations. Library contracts will be for 5, 7 or 10 years with unlimited runs; network packages, however, will be for individual showings, with 39, 52 or 78 features available. Loew's also has eyes peeled for international market, perhaps to greater degree than other film producers. Arthur Loew, new president, is former president of Loew's International company, and his right bower, George Muchnic, is currently vice president of Loew's International.

B•T

SOME RECESS • There's no letup in television probing by Congressional committees, even with adjournment of Congress. NBC and CBS last week were bombarded with another demand from Chairman Emanuel Celler (D-N. Y.) of House Anti-Trust Subcommittee, supplementing request made June 14. New interrogatory seeks all data in networks' files from Jan. 1, 1948, to date dealing with tv relations with FCC, whatever their nature. Sought is all correspondence with FCC or members of its staff, covering allocations, policies and operations, plus inter-office memoranda and reports on telephone conversations. Subcommittee plans hearings in New York to begin in September.

B•T

LOOK for announcement, perhaps this week, that Wendell Campbell, former vice president in charge of CBS Radio Spot Sales, has joined General Teleradio as national sales manager of owned and operated stations.

B•T

CASUALTY LIST • Booz, Allen, Hamilton survey of NBC personnel and operations, underway since May, may be ready in about month. Few top level changes are foreseen, though it's foregone conclusion that recommendations for economies will be made, with some personnel deletions entailed.

ALL sorts of gossip has pervaded Madison Ave. about imminent high level changes at NBC, including move of Robert Sarnoff from NBC presidency to executive post at RCA parent company. These can be discounted on high authority. Manie Sacks, staff vice president of both RCA and NBC, now is spending about 90% of his time at NBC, but looks to day when he can return full time to 53d floor (RCA), doing occasional trouble-shooting assignments in subsidiary companies.

B•T

EASY CHAIR REPORTING • Willard M. Kiplinger, proprietor of Kiplinger's news letters and publisher of *Changing Times*, is covering political conventions by "remote control" from his Washington headquarters. While staff members will be in Chicago and San Francisco, famed Washington editor will do his job by tv, "with two sets going all the time." Mr. Kiplinger avers that if he did go to convention cities, he wouldn't get "smell of arenas" anyway since he would sit in his hotel room and direct his staff on basis of tv coverage.

B•T

IF ROCKEFELLER interests proceed with plans to develop "Color City" in area adjacent to Radio City New York, NBC will become prime tenant. Area includes Roxy, one of world's largest theatres, which would be subdivided into several color tv studios. NBC's general headquarters would move to new development. Project reportedly is in blue-print stage, with NBC development engineers engrossed in preliminary sketching of their anticipated needs.

B•T

O'NEIL OWNERSHIPS • Unique problem faces FCC involving fabulous O'Neil family. William M. (Bill) O'Neil, son of W. O'Neil, General Tire head, is seeking FCC approval of $600,000 purchase of WWPB-AM-FM Miami from Paul Brake. He will own 75% and J. W. Lemmon, 25%. Both were in operation of WJW Cleveland, sold in 1954 to Storer for $330,000. Since Bill O'Neil has family interest in General Tire, which owns RKO Teleradio Pictures Inc. (but holds no office in either company), and since RKO Teleradio owns present ceiling of am stations (seven), question has arisen whether Miami station acquisition should be construed as eighth outlet for RKO Teleradio. Bill O'Neil has suggested his interest in General Tire be placed in trusteeship. RKO Teleradio stations are WOR New York, WNAC Boston, KHJ Los Angeles, WHBQ Memphis, WEAT West Palm Beach, KFRC San Francisco, and WGMS Washington. Commission staff studying situation now to lay before FCC when it resumes after summer hiatus Aug. 29.

higher higher higher

WTIX passes the 30% mark in the morning . . . still in 1st place all day long, by a big margin in New Orleans, a city with 11 radio stations.

Still Spiralling*!

WTIX	**26.0%**
Station "A"	14.1%
Station "B"	10.6%
Station "C"	8.0%
Station "D"	7.9%
Station "E"	6.8%
Station "F"	6.7%
Station "G"	6.1%
Station "H"	5.1%
Station "I"	5.1%
Station "J"	4.8%

With each passing day WTIX upward growth goes on. 30.3% of the average morning audience dials WTIX . . . a new high to date.* Of 220 weekly quarter hours, 170 (another new high) belong to WTIX, who also has 40 2nd place quarters, 10 thirds . . . and not a single one lower!** WTIX is the only New Orleans radio station showing consistent share gains. This continuing trend in listening is accompanied by a growing trend in time-buying as more and more advertisers discover the pulling power of *The Storz Stations'* news, music, and ideas. Every moment's a good moment on WTIX. Spend a moment with Adam Young, or WTIX General Manager, Fred Berthelson.

* *Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., May-June, 1956.*
** ***Hooper Continuing Measurement of Broadcast Audience, April-June, 1956.***

the new WTIX
New Orleans 16, La.

"The Storz Stations"

President: Todd Storz

WDGY, Minneapolis-St. Paul	KOWH, Omaha	WHB, Kansas City	WTIX, New Orleans	WQAM,† Miami
Represented by Avery-Knodel, Inc.	Represented by H-R Reps, Inc.	Represented by John Blair & Co.	Represented by Adam J. Young, Jr.	Represented by John Blair & Co.

† *Transfer subject to FCC approval.*

at deadline

POWER TELECASTERS TO ELECT OFFICERS DURING MEMBERSHIP MEETING THIS WEEK

RATIFICATION of by-laws of Assn. of Maximum Service Telecasters and election of permanent officers and directors are main achievements expected of next Friday's (Aug. 10) membership meeting in Chicago, according to Jack Harris, KPRC-TV Houston, temporary chairman of the new organization.

It is anicipated that some 80 to 100 tv stations will be represented at Chicago meeting, called for Friday morning at Edgewater Beach Hotel, Mr. Harris said. AMST is now incorporated as non-profit Delaware corporation with by-laws that must be ratified by general membership, he noted [B•T, July 16].

AMST by-laws provide for 15 directors to be elected at annual membership meetings to be held in January and for directors to elect officers—president, one or more vice presidents, secretary and treasurer—"immediately following adjournment of the annual meeting." Mr. Harris said he looks for new board and officers to be elected for more than five-month terms, perhaps to serve until January 1958.

AMST membership will receive recommendations of legal committee regarding appointment of Washington counsel for action at this meeting and also will consider establishment of permanent AMST headquarters offices in Washington. Engineering committee will report on progress toward launching nationwide engineering study of tv propagation and reception, both vhf and uhf, for which Washington engineering firm of A. D. Ring & Assoc. has already been retained, with Howard T. Head, partner in Ring organization, assigned to AMST [B•T, June 25].

Mr. Harris said that equipment for making field measurements is already being acquired for survey and expressed hope that actual work of measuring tv signals will get under way by Sept. 1.

Temporary board will meet Thursday to prepare agenda for membership meeting on Friday, Mr. Harris said, with new board to meet immediately following conclusion of membership session. First actions of new board, he predicted, will be to elect permanent officers and to appoint large membership committee of telecasters from all parts of country to acquaint eligible stations not able to send representatives to Chicago meeting with its achievements and to sign them up as AMST members.

Any U. S. tv station, uhf as well as vhf, is eligible for AMST membership if it renders maximum service "by operating at maximum effective radiated power" authorized by FCC as of July 1, 1956. Dues are highest quarter-hour rate, payable twice annually.

Justice Sues Philadelphia Stations in Rate Case

DEPARTMENT of Justice announced Friday it had filed civil complaint against Philadelphia Radio & Television Broadcasters Assn. and eight radio stations in Philadelphia federal court. Action is companion case to criminal indictment handed down by Philadelphia grand jury against same group late in June [B•T, July 2].

In civil action, Justice Dept. charges organization and stations since 1952 have agreed to maintain and refrain from deviating from published advertising rates for sale of station time. Complaint asks court to terminate alleged agreements and to issue injunction against purported practices.

Named as defendants are WHAT, WPEN, WIP, WFIN (FM), WDAS, WBIG, WJMJ and WCAU, all Philadelphia. Named as a co-conspirator but not defendant is Westinghouse Broadcasting Co., which operated KYW Philadelphia until January 1956, when it was sold to NBC.

Westinghouse-NBC transfer is subject of Philadelphia grand jury investigation, still underway.

Revlon Reportedly Buying Another Big Giveaway

REVLON Products (cosmetics), which sponsors *$64,000 Question* and *$64,000 Challenge* on CBS-TV, reported Friday to be set to sponsor *Most Beautiful Girl in World* program with $250,000 top prize, on NBC-TV in Monday 9-9:30 p.m. spot, probably starting latter part of September. Agency is BBDO, New York. Revlon also will alternate with American Tobacco Co. in sponsorship of NBC-TV's *Big Story*, Fridays at 9:30-10 p.m. Both programs are scheduled on three-weeks-out-of-four basis. *Most Beautiful* will oppose CBS-TV's high-rated *I Love Lucy*.

Big Ed Johnson Defies FCC with Colorado Booster

COLORADO Gov. Edwin C. Johnson, who was sometimes called unofficial boss of FCC while he was serving as U. S. Senator and chairman of its Commerce Committee, is up to old tricks. He issued executive order Friday permitting Steamboat Springs, Colo., tv dealer to relay Denver tv station signals to Steamboat Springs.

FCC has brought actions against unlicensed boosters of similar kind in Pacific Northwest. Gov. Johnson appointed Steamboat Springs dealer member of his staff "to protect him against reprisals from the FCC."

CBS SHOW ON ABC

CBS-TV Film Sales' *Navy Log* will be carried on ABC-TV next season with American Tobacco Co. (Pall Mall cigarettes) as alternate-week sponsor, Charles Abry, ABC-TV national sales manager, announced Friday. Program, produced by CBS-TV in cooperation with U. S. Navy and seen on CBS-TV during past year, will be scheduled in ABC's Wed. 8:30-9 p.m. EDT spot, starting Oct. 17. Agency for Pall Mall is Sullivan, Stauffer, Colwell & Bayles, New York.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 43.

MERICIN BUYS WINCHELL • Seaboard Drug Co. (Mericin, for rheumatic and arthritic pain relief), through Carlos Franco Assoc., N. Y., signs to sponsor Walter Winchell newscasts on Mutual (Sun., 6-6:15 p.m. EDT), effective Sept. 9.

CLASSY COVERAGE • J. A. Folger & Co. (coffee), Kansas City, Mo., planning 52-week television spot announcement campaign starting Sept. 9 in more than 75 markets, using Class A time for 20-second announcements and station identifications. Cunningham & Walsh, N. Y., is agency.

NEW TV CLIENT • Charles Pfizer & Co., Pfizer Labs. Div., N. Y., last Friday announced details of its first television campaign, coinciding with company's entry into proprietary drug (over-the-counter) field. Through its agency, Frank Kaus Adv., N. Y., Pfizer has launched tv film spot announcement campaign for Bonadettes (motion sickness tablets) in 10 markets, and is preparing tv film spot campaign for new product, Candettes (throat lozenges), to start in November in undetermined number of markets. Filmed announcements were produced by Lance Productions, N. Y.

LONG SCHEDULES • C. F. Mueller Co. (macaroni), Jersey City, N. J., planning spot schedule in television starting Oct. 1 for 39 weeks in half-dozen cities and its annual radio schedule Sept. 3 in about 18 cities for 26, 39, and 52 weeks, depending on market. Agency is Scheidler & Beck, N. Y.

RADIO RESUMED • Hill Bros coffee, San Francisco, through N. W. Ayer & Son, N. Y., planning to increase frequency of spots in its television markets and will resume most of its radio list, dropped last spring, effective Sept. 3. Advertiser now is in about 75 radio-tv markets, and when resumption of list occurs, will be in about 100 markets.

HIGH TEST TUSSLE • Shell Oil Co., N. Y., to introduce its new Super Shell gasoline, which will compete with Golden Esso, will use one-month radio and television spot announcement campaign in nearly 50 markets. Schedule starts immediately. J. Walter Thompson Co., N. Y., is agency.

VICK VENTURE • Vick cough syrup, N. Y., originally planning to use more than dozen southern markets, will also use number of scattered northern markets for radio spot announcement campaign starting Oct. 8 and Oct. 29, depending on market. Contract length ranges from 13 to 18 weeks. Morse International, N. Y., is agency.

MAGAZINE BUYS • Crowell-Collier Pub. Co. launching $80,000-plus campaign on NBC-TV and NBC Radio later this month for both *Collier's* and *Woman's Home Companion*. Through Grey Adv., N. Y., *Collier's* is buying into *Today* on Aug. 30, 31 and Sept. 4; on

Continues on Page 9, Column 3

As the "London Illustrated News" sees KCMO's New Tower
. . . the World's TALLEST self-supported Tower!
. . . it's the object of world-wide interest . . . and in Kansas City it's the signal of success, for, according to ARB and PULSE (Apr. 7-13, 1956), KCMO is the No. 1 station in most-viewed quarter-hours and most-viewed shows!
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

RCA Says Zenith Grew On Use of RCA Inventions

ZENITH Radio Corp. owes its growth to use of RCA inventions and technical aid and any profit losses it sustained may have resulted from "errors in business judgment," RCA contended in brief answering Zenith $61,750,305 anti-trust suit in U. S. District Court at Chicago. RCA again denied it, along with General Electric Co. and Western Electric Co., had conspired to monopolize world export sales of radio-tv equipment. RCA cited growth by Zenith in assets and gross income from 1927 to 1955. Zenith damage counterclaim is scheduled for jury trial before District Court Judge Michael Igoe Oct. 1.

Meanwhile, Zenith reported net income of $2,530,824 for first six months of 1956 compared to $3,126,061 first half of last year, and consolidated sales of $65,370,935 against $71,455,702 for same relative periods.

WJBF (TV) Recovers Fast After Transmitter Fire

WJBF (TV) Augusta, Ga., hoped to be back on air with NBC-TV and ABC-TV network service Saturday after $400,000 fire destroyed transmitter building early Friday, J. B. Fuqua, president, told B•T. He said 25 kw DuMont transmitter, housed in fireproof room, had survived. DuMont factory engineers flew to Augusta Friday. Tower and antenna escaped damage.

With new camera chains and other gear being flown in, Mr. Fuqua hoped to be back on full network-local service tomorrow (Tuesday), using old colonial house close to North Augusta, S. C., transmitter as temporary site. He said new building will be erected. Cause of fire, which occurred after Thursday night shutdown, had not been determined. Loss is fully covered by insurance.

Four Station Sales Announced Friday

SALES of four radio stations announced Friday, largest being $244,000 purchase of KFXM San Bernardino, Calif. Others involve KWBU Corpus Christi, Tex., KWG Stockton, Calif., and WDOB Canton, Miss. All are subject to FCC approval.

KFXM was sold by President-Manager Willard Hasbrook, Ernest McCook, Robert Moody and associates to group operating KAFY Bakersfield. KAFY group includes Manager L. Benton Paschall, Howard L. Tullis of Tullis Adv., Los Angeles, and John P. Hearne, San Francisco-Los Angeles broadcast attorney. Mr. Hearne also has ownership in KVEN Ventura, Calif., and KUAM Agana, Guam. Mr. Hasbrook will continue as KFXM manager.

KWBU, 50 kw daytime on 1030 kc, is owned by Texas Baptist Convention. Sale price is $150,000 plus $50,000 for non-competing agreement. New owners will be Mrs. Frances Gaguine (wife of Benito Gaguine, Washington radio attorney), 22%; Cresslenn Oil Co. (represented by Vice President Glenn Alexander), 16%; Harry Hayes, KWBU manager, 11%; Ben F. Vaughan, Corpus Christi attorney, 11%, and seven others.

KWG was sold by James E. Longe and Lewis B. Saslaw to Douglas D. Kahle and Robert J. Ramsey for $85,000. Mr. Kahle owns KWIN Ashland-Medford, Ore., and for past year was general manager of KNTV (TV) San Jose, Calif. Mr. Ramsey is owner of Carmel, Calif., hotel. KWG, owned for many years by McClatchy Broadcasting Co. before being sold to Messrs. Longe and Saslaw, operates on 1270 kc with 250 w. Messrs. Kahle and Ramsey announced they will seek additional radio properties in western states.

WDOB was sold by J. D. Bishop, James T. Ownby and Ann Davis to W. E. Farrar, Hugh Hughes and Mr. and Mrs. R. E. Hook for $26,000. Sale of station, 1 kw daytime on 1370 kc, was negotiated through Paul H. Chapman Co.

VEST POCKET TV

NEW entry in networks' lightweight equipment derby announced late Friday by ABC. Officials said ABC-TV, in its Philco-sponsored coverage of political conventions, will use—along with portable equipment already announced—new German-developed camera that weighs 10 ounces, is four inches long, and less than two inches in diameter. Cables link it with transmitter.

WQED Commercial Coverage Of Conventions Opposed

REQUEST of WQED (TV) Pittsburgh, educational outlet, to carry Democratic and Republican conventions commercially was opposed by NARTB Friday in letter to FCC. WQED also asked to carry election returns on sponsored basis in petition filed at FCC July 20.

In its petition, WQED said NBC coverage would not be provided in Pittsburgh area unless request was granted, describing broadcasts as "public service having educational value." Sponsorship was sought because "of expensive and abnormal use of WQED's facilities."

Walter R. Powell Jr., NARTB attorney, in opposing WQED petition, stated NARTB would not oppose request if telecast carried on noncommercial basis.

Oscar Levant Canceled

OSCAR LEVANT show on KCOP (TV) Los Angeles was canceled by carpet dealer-sponsor Al Terrence last week because of Mr. Levant's alleged use of "blue" material and attacks on Vice President Richard Nixon. KCOP official said Friday station was through with show, too.

Guam Tv Goes on Air

FIRST commercial tv station on island of Guam is to begin operation today (Monday), Harry Engle Jr., president, KUAM-AM-TV there, announced Friday. Like KUAM-AM, new tv station is NBC affiliate and will serve population of 100,000, including large Navy and Air Force bases, Philippine community of 15,000 and civilian community of 46,000.

PEOPLE

JOHN W. McPHERRIN, former publisher of *American Magazine*, joining NBC-TV as general program executive, specializing in long-range editorial planning for network's participating programs, *Today*, *Home*, and *Tonight*. He also has been vice president of Crowell-Collier Pub. Co., which is discontinuing *American Magazine* effective with August issue [B•T, July 2]. Before joining *American*, Mr. McPherrin was with Hearst magazines as editor of *American Druggist* and later as associate publisher of *Cosmopolitan*.

DANIEL H. SMITH, vice president and assistant manager, WTVT (TV) Tampa, Fla., joins WFLA-AM-TV Tampa as manager of operations. Mr. Smith was technical director and manager of operations of WCSH-TV Portland, Me., before joining WTVT.

ROBERT S. TAPLINGER, who heads own public relations firm and at one time was studio publicity director at Warner Bros., named vice president of publicity and advertising for Warner under six year contract, succeeding late Mort Blumenstock.

MONROE MENDELSOHN, recently sales promotion director of Guild Films Co., N. Y., and previously in similar capacity with United Television Programs, N. Y., named director of sales promotion for MGM-TV, new television department of Metro-Goldwyn-Mayer, with headquarters in New York.

RICHARD FOERSTER, timebuyer on Kellogg account at Leo Burnett Co., Chicago, and with agency past four years also in research and merchandising capacities, to WBBM-TV Chicago as account executive effective Aug. 13.

FRANK BIBAS, for past year vice president-executive producer of Roland-Reed Tv Inc., L. A., named to board of directors and given full autonomy for all commercial sales and production. For six years he headed film operations for McCann-Erickson, N. Y.

Funeral services were held in Indianapolis Friday for **EARL W. KURTZE,** 68, who formerly operated Chicago Artists Bureau until early this year. He died at home of his sister in Indianapolis Thursday. Mr. Kurtze was associated with WLS Chicago and *WLS National Barn Dance* for 30 years before retiring and was agent for number of stars, including George Gobel, Gene Autry and Andrews Sisters. In addition to his sister, Mrs. Florence Thompson, other survivors include his two sons, Larry and Richard.

• BUSINESS BRIEFLY

Continues from page 7, column 3

Monitor Sept. 1-2. Through Needham, Louis & Brorby, N. Y., *Companion* is buying into *Today*, *Home*, *Tonight*, *Bandstand*, *Monitor* and *Chet Huntley News* to plug September issue.

CALIFORNIA CAMPAIGN • Eventually shooting for national distribution, William B. Reilly Co., New Orleans, is starting California radio-tv campaign for Luzianne coffee on KRCA (TV) and KNX Los Angeles with prospect of adding other markets in state later this year. Western agency for Luzianne is Heintz & Co., L. A.

SYNDICATE SEARCH • Glamorene Inc. (rug cleaner), N. Y., looking for syndicated tv program to be placed nationally, as well as for availabilities to complete 80-market lineup for 13-week $37,500 tv spot campaign starting first week in September. Also on tap: test tv spot campaign for new product identified by agency, Product Services Inc., N. Y., only as "definitely not a cleanser."

the week in brief

CONVENTION COVERAGE

Broadcasters prepare to cover history —and make it 27
Network convention schedules and pre-emptions 29
Convention coverage chronology .. 30
Cross-country moving, Chicago to San Francisco 30
It takes a lot of people 30

SPOT RADIO ON UPGRADE

Station Representatives Assn. reports national spot radio volume for first six months was $65,647,000, up 19.9% from like period of 1955 43

CBS RADIO DAYTIME NEARLY 'SRO'

John Karol, vice president in charge of network radio sales for CBS, predicts daytime periods will be 90% sold by Labor Day, sparked by $1.5 million sales to Standard Brands and Colgate-Palmolive 54

ARBITRATION IS BEST

Settle problems through industry arbitration, stay away from lawmakers and courts, Mitchell Wolfson, president, WTVJ (TV) Miami, warns broadcasters in a recorded interview with B•T editors 60

TV, MOVIE PRODUCERS TO MERGE

National Society of Television Producers and Screen Producers' Guild agree to consolidate by Oct. 1 64

BIG CITIES LIKE FILMS

NARTB's 1956 Film Manual shows tv filmed programs more sponsored than live shows in markets with 500,000 or more video sets; for all markets, stations on average devote over 30% of time to local film telecasts 67

DOUGLAS SUES 'DISNEYLAND'

Kirk Douglas charges unauthorized use of his "work" as actor on Disneyland *in $415,000 suit against Disney, ABC-TV and three sponsors* 74

THE FCC AND PROGRAMMING

Should the Commission consider the content of what goes over the air? Two Commissioners—Robert T. Bartley and John C. Doerfer—publicly advocate an affirmative answer 77

FCC TO STEP UP AD MONITORING

Senate Appropriations subcommittee restores $100,000 to FTC budget with understanding money will be used for increased monitoring of radio-tv commercials 80

EDUCATIONAL RESERVATIONS

Big question is: How long will FCC continue to keep "for educational use only" label on uncalled for channels? 84

TELESTATUS

B•T's monthly situation report on present and planned tv stations and tv network programs 91

CBC HIT AS POOR MANAGER

Members of Canadian Parliament wonder why Canadian Broadcasting Corp., with virtual tv monopoly, must ask for $18.5 million to cover anticipated deficit this year, suggest private enterprise could do better 108

departments

Advertisers & Agencies 43	For the Record 112	Open Mike 18
At Deadline 7	Government 77	Our Respects 22
Closed Circuit 5	In Review 14	Playback 66
Colorcasting 39	International 108	Program Services 106
Editorials 122	Lead Story 27	Programs & Promotion 110
Education 105	Manufacturing 106	Stations 99
Film 68	Networks 54	Trade Assns. 64
	On All Accounts 24	

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President — H. H. Tash, Secretary — B. T. Taishoff, Treasurer

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Lawrence Christopher (Hollywood)
ASST. TO MANAGING EDITOR: Donald V. West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Dawson Nail, Munsey Slack, Lamar Underwood
EDITORIAL ASSISTANTS: Hilma Blair, Sylvia Quinn, John Sheldon, Ann Tasseff, Rita Wade
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
ADVERTISING ASSISTANTS: Cecilia Delfox, M. Gwen Moore, Jessie Young
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadt

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Norma Wooton, Bessie Farmer, Joseph Rizzo, Charles Harpold, Frank McCully

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATION

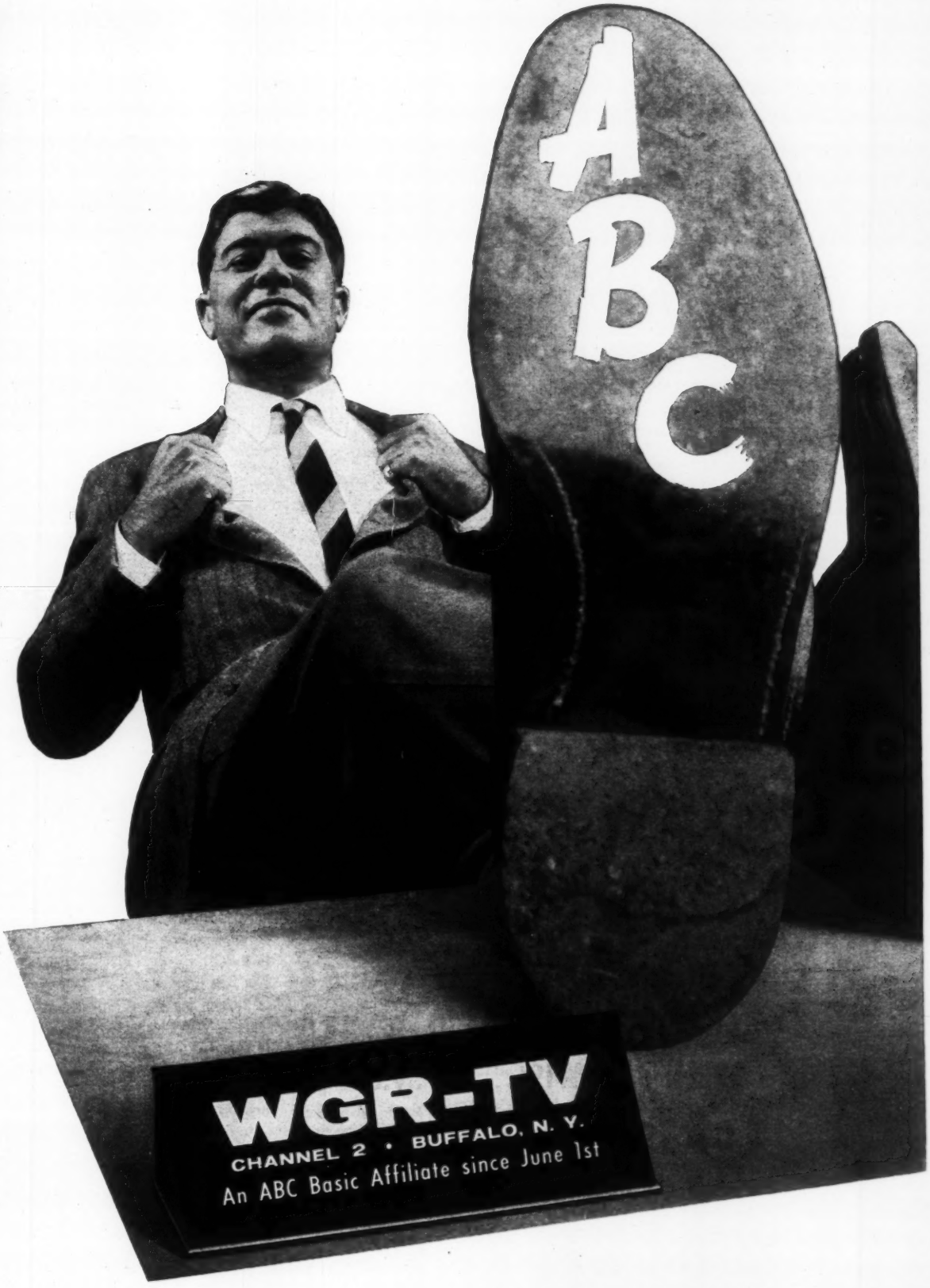
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.



The shoe fits...**perfectly**...we wear it...**proudly**

Everybody loves a baby ....

Here's what

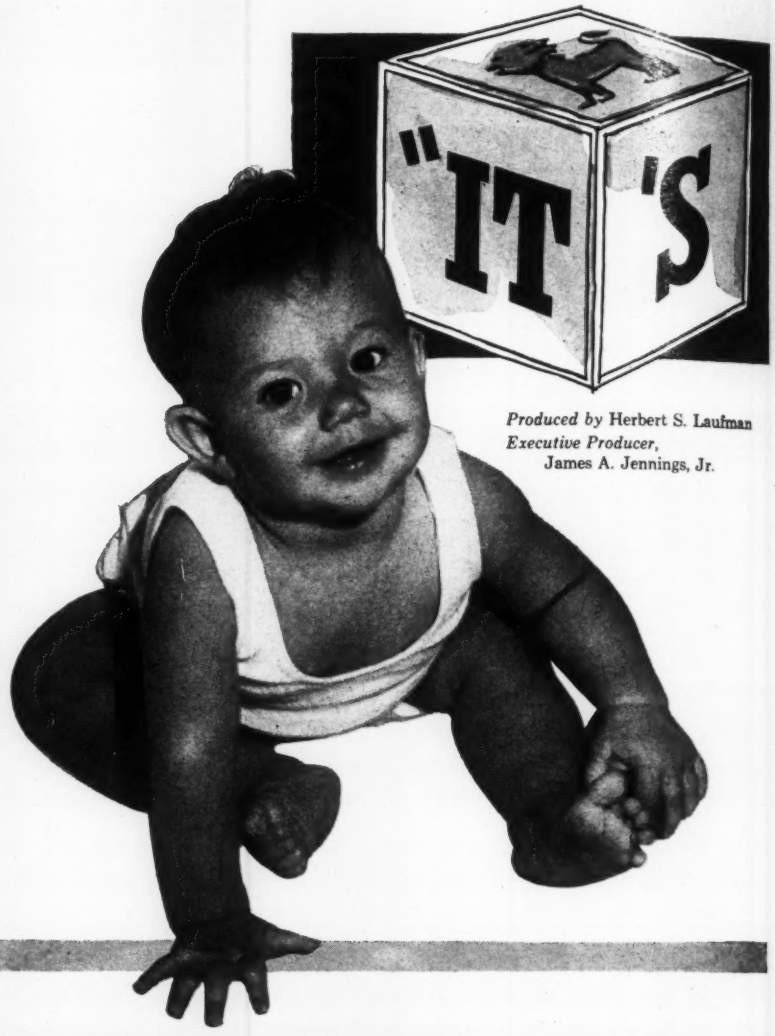
LIBBY BABY FOODS

Sponsor in 25 Markets (1955-56)

SAYS ABOUT THE SHOW:

"The ratings we are getting bear out the fact that BABY TIME is delivering a large audience of young mothers. In some markets we are getting nearly 50% of all mothers with babies one year old and younger — that's pretty near to saturation.

Moreover, BABY TIME is outpulling many competing programs which are supposed to offer more in the way of entertainment, programs which have a potential audience that includes young and old, mothers and non-mothers. Our salesmen are enthusiastic about BABY TIME."



Produced by Herbert S. Laufman
Executive Producer,
James A. Jennings, Jr.

HOW "BABY TIME" SCORES IN RATINGS

1956—Daytime

CHICAGO.....6.0 **SEATTLE.....6.8**
SAN ANTONIO 6.8 **EL PASO.... 14.0**
GREEN BAY, WISC. 9.6

In New York City: ARB rates it No. 2 in a seven station market.

In Norfolk and Miami: Leads all competition, according to ARB.

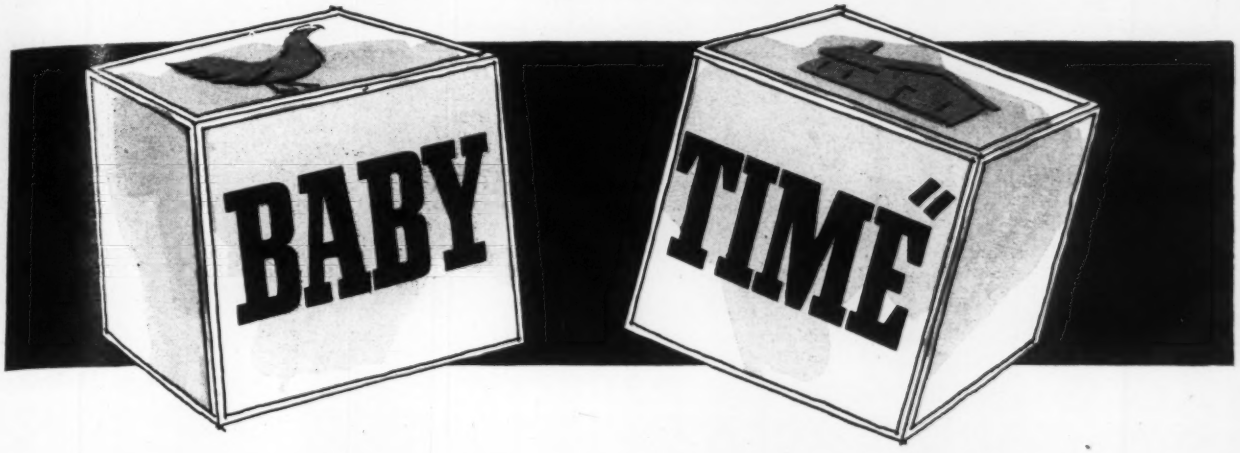
In Louisville: "Baby Time" gets 47.7% of the audience.

In Pittsburgh—KDKA-TV: Averages 10.8 rating at 2:00-2:15 p.m.

Produced in cooperation with American Medical Association

This is a unique and powerful "plus." It means that what this program presents will be treated as authoritative by its viewers. It means, further, that the products presented in the show, inevitably must inherit prestige, and will therefore be given additional respect and consideration.

and every sponsor will love



Format-Each "Baby Time" program discusses and illustrates a particular phase of child care and training. Discussion is non-technical and it is enlivened by utilizing a real baby and mother. Nurse Warren works with the baby and mother to graphically demonstrate the discussion. Dr. Bauer* adds pertinent medical comments and professional evaluation. He particularly directs his comments to uncovering the myths and misconceptions that so often cause mothers unnecessary fears and anxieties.

Informative, Yet Entertaining-Not a clinical, sick room or laboratory approach. "Baby Time" material is presented for easy comprehension . . . with warmth and humor, yet with obvious authority—and spiced with smile provoking scenes of baby. Dr. Bauer's "family doctor" manner, and Nurse Jane Warren's charm and natural sincerity, create a warm rapport with the viewer that makes for loyal responsive audiences.

Young Mothers are the Biggest Buyers

According to Parents Magazine, among all women, young mothers are the biggest buyers. And according to "Progressive Grocer", which surveyed 8,500 women in six cities, the Young Mother "group" spends 67% more money for food than all other women.

Here is an eager, responsive, receptive audience for you to tap—an audience that is ready, willing, and able to be persuaded to buy your product *enthusiastically* and *immediately!*

52 episodes of this new 15-minute TV film show are available.
Can be used once, twice, or three times a week.

Phone, wire, or write for audition print, brochure, and prices.
Right now, practically the entire country is "open."

WALTER SCHWIMMER CO.

CHICAGO: 75 E. Wacker Drive, Franklin 2-4392
NEW YORK: 527 Madison Ave., Eldorado 5-4616
CANADA: S. W. Caldwell, Ltd., 447 Jarvis, Toronto, Walnut 2-2103

*Dr. Bauer is Director of Health Education for the A.M.A. Jane Warren is a registered nurse.

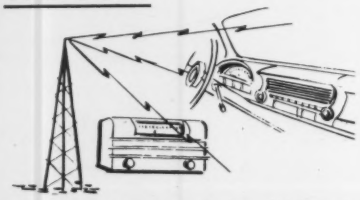
IN BUFFALO

MOVE the GOODS with WBNY

2 in 1

SUPER MERCHANDISING PLAN

THE BUY!



* 30 one minute SPOTS WEEKLY ON WBNY AM . . . concentrated coverage that brings results for a long list of top national advertisers.

THE BONUS!

★ Bi-weekly reports on yours and your competitor's shelf space in 100 super markets.

★ 12 FM spots also aired into 100 supers every week.

★ 100 guaranteed one week displays in supers every 13 weeks.

Only Restriction! One Product Each Classification . . .

Hurry Contact

BURKE-STUART
National Representatives

CHECK PULSE . . . WE'RE . . . UP . . . UP

IN REVIEW

FIVE STAR MATINEE

IT SEEMED ALMOST like old times, listening to the first edition of NBC's new *Five Star Matinee* mystery July 30. The half-hour radio dramatization of Faith Baldwin's "Night of the Execution" recalled network radio of old, radio in the days before it started on its frenetic course of going everywhere and doing everything, when it was possible to find fulfillment in 15 minutes or a half hour.

The network's idea of breaking into the soap opera schedule with a complete mystery each afternoon is a good one. Listeners can be grateful for the name authors represented, Faith Baldwin, Fannie Hurst and such, whose fortune it is—judging from the July 30 sample—to have their work translated into dramatic radio that doesn't rely too heavily on the 20-year-old cliches. Faith Baldwin's opening story provided the classic elements of mystery: bloodletting, suspense and romance, none of which demands to be taken seriously. It's nice to know there's more available to lighten weekday afternoons.

Production costs: Approximately $2,000 per show or $10,000 per week.

Broadcast sustaining on NBC Radio, Monday-Friday, 3-3:30 p.m. EDT.

Producer: John Cleary; director: Kenneth MacGregor; story: "Night of the Execution" by Faith Baldwin adapted by George Lefferts.

FRANKIE LAINE TIME

THE FACT that CBS-TV has again settled on Frankie Laine as the summer replacement for Arthur Godfrey is in itself indication that his show has possibilities. The fact that he isn't on year-round is perhaps the final verdict, however, that the show isn't ready for the big time.

Mr. Laine can put across a song, although his special style necessarily limits his appeal to a smaller group than, for example, a Como or a Crosby. But if he has a talent for smoothly bridging the gaps between songs, it wasn't apparent in last Wednesday's premiere. Those contrived gags—like Anita Ekberg's beating him out of a mink because her wiggle could get more audience response than his singing—only spoiled what otherwise might have been a pretty pleasant hour.

All the show really needs is a little shaking down, and a little less effort on the part of the m.c. It's unlikely to make anybody's "must" list, but some judicious doctoring could keep the channel-hoppers in their chairs.

Production costs: Approximately $22,500.

Sponsored by Toni Co. through North Adv.; Bristol-Myers Co. through Young & Rubicam; Pillsbury Mills through Leo Burnett and Kellogg Co. through Leo Burnett on alternating basis. Toni and Bristol-Myers alternate for first half-hour and Pillsbury and Kellogg for last half-hour, on CBS-TV, Weds., 8-9 p.m.

Director: Mel Ferber; producer: Charley Andrews; assistant producer: Paul Orr; writers: Harvey Orkin, Shelly Keller and Lou Salaman.

NBC BANDSTAND

BLAME opening performance jitters for the fact that the initial simulcast of *NBC Bandstand* was not up to expectations. Certainly enough "names" to insure sure-fire musical entertainment were present for the first show July 30 — including such noted bandleaders as Jimmy and Tommy Dorsey, Larry Clinton, Russ Morgan, Johnny Long and Claude Thornhill and songwriter Johnny Mercer, all of whom were guests of the week's host bandleader, Guy Lombardo.

There were, however, numerous dialogue and musical fluffs (including a violin that failed to emit sound) and surprisingly coy and awkward introductions of the guest stars. It was not until the final number—an all-star rendition of "Twelfth Street Rag"—that the program really got going.

Broadcast on NBC-TV, Mon.-Fri., 10:30-11 a.m. EDT (also on NBC Radio).

Projects supervisor: William R. Goodheart Jr.; producer: Thomas Naud; director: Max Miller; program supervisor: Julian Bercovici; assoc. director: Paul Freeman; technical director: Larry Elikann; writer: Bill Gammile.

TIC TAC DOUGH

AS THE TITLE makes plain, NBC-TV's new Monday-Friday noontime (12-12:30 p.m.) series is a variation of the old children's game, to which a few gimmicks and the chance to win money have been added. Two contestants alternately select boxes and answer a question from the category with which the box is labeled. After each round of two questions, the categories shift to different boxes. A correct answer puts an X or an O in the selected box; three in a row (horizontally, vertically or diagonally) win the game.

A game is worth $100 to the winner, but the value rises by $100 each time the center box (most important to the game and obtained only by answering an extra-hard question) is selected. If the game is a tie, the contestants play another game at the same financial level. On Tuesday, two tie games kept raising the ante until the winner got $500 for his time and trouble.

The winner may take his winnings and retire or remain to compete against a new contestant, risking the chance of losing what he has gained if he is defeated. Monday's winner, the Rev. John Stadtlander, retained his championship on Tuesday by defeating Mrs. David Lester, a lady lawyer, and agreed to return the next day to try to add to the $1,300 he had already won.

Jack Barry, host on *Tic Tac Dough*, is pleasantly self-effacing, making the game the thing and the contestants the important people in the studio, a trick other contest conductors could well imitate. An inoffensive time-killer, *Tic Tac Dough* lacks the more positive virtue of aggressive competition that draws the viewer back, program after program, and seems unlikely to survive the first frost.

Production costs: Approximately $7,500 per week.

Broadcast on NBC-TV, Mon.-Fri., 12-12:30 p.m. EDT.

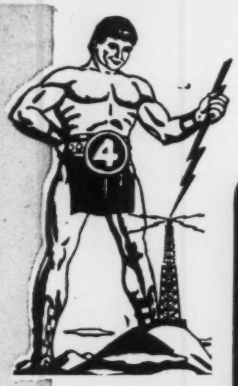
Packager-producer: Barry & Enright Productions; NBC executive producer: Hudson Faussett; director: Edward King; program supervisor: Robert Noah.

THREESCORE AND FIVE

HIGHSPOT of NBC Radio's first program on old age in America came when a 70-year-old working farmer (ineligible for social security) bluntly exclaimed that he was "disgusted" because those of his contemporaries collecting social security and old age benefits had more income than he made from his farm.

There were other human interest touches in this first session on the significance of the growing proportion of older people in this country today. There was the retired 72-year-

it just takes one fresh glance in San Antonio . . .
to see that KTSA
has spreadeagled the field in San Antonio! KTSA with fantastic coverage on 550 kc with 5000 watts, now dominates San Antonio . . . first all day long in both Hooper and Telendex. For instance, just look at the July Hooper in San Antonio.
Mornings
KTSA . . . 27.4
next highest station 20.6
Afternoons
KTSA . . . 35.2
next highest station 15.1
For fall availabilities . . . call your Paul Raymer Man!
KGIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*in operation soon
NOEMAC STATIONS
NEWS MUSIC
AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS



"The Giant of Southern Skies"

More Now Than Ever Before . . .

WFBC-TV SWAMPS COMPETITION IN CAROLINA

5-COUNTY* PULSE SURVEY

- **WFBC-TV had *all 15* of the "Top Fifteen Once-A-Week Shows"!**
- **WFBC-TV had *all 10* of the "Top Ten Multi-Weekly Shows"!**

THE PULSE, INC. 5-COUNTY AREA TELEPULSE SHARE OF TELEVISION AUDIENCE JUNE 1-7, 1956

Time	TV Sets in Use	WFBC TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	28.8%	56%	22%	13%	5%	4%
6:00 P.M.-Midnight	47.6%	52%	22%	15%	8%	3%
MON. THRU FRI.						
7:00 A.M.-12 Noon	14.6%	61%	31%	8%	0%	0%
12:00 Noon-6:00 P.M.	23.4%	63%	18%	15%	4%	0%
6:00 P.M.-Midnight	44.4%	51%	18%	15%	12%	4%
SATURDAY						
8:30 A.M.-12 Noon	25.0%	61%	35%	0%	4%	0%
12:00 Noon-6:00 P.M.	24.9%	47%	25%	9%	16%	3%
6:00 P.M.-Midnight	52.6%	55%	18%	15%	8%	4%

* The five counties are Greenville, Anderson, Greenwood and Spartanburg, S. C., and Buncombe (Asheville) N. C. . . . counties with Population of 611,400; Incomes of $787,290,000; and Retail Sales of $549,606,000.

For further information about this PULSE Survey, and about the **Total WFBC-TV Market**, contact the Station or WEED, our National Representatives.

NBC NETWORK

WFBC-TV
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC AFFILIATE)
is Represented
Nationally by AVERY-KNODEL

old who claimed he had more income now than when he was employed (he watches his investments and has built up a tidy little portfolio). There was the closing interview with a 68-year-old refugee on relief who, in broken English and with heartwarming gratitude, quoted his social worker "lady": "This is America and America takes care of its people."

The NBC six-part series, the first of which ran July 25, is moderated by that 78-year-old youngster, H. V. Kaltenborn. Mr. Kaltenborn's clipped, precise phraseology lends just the right amount of specificity to the subject matter. The series is based on a Twentieth Century Fund report on "Economic Needs of Older People." The first was on income. Others will take up work, health, housing, retirement and a summary. Mr. Kaltenborn's authoritative comments were highlighted by taped interviews with oldsters all over the country. These gave the subject a personal touch which otherwise could have been a dry and cold review of statistics.

There was some good meat in the first program, and we imagine a lot of 65-year-olds and those nearing that "threescore and five" will be gaining much knowledge from this series. Certainly Mr. Average Citizen who pays taxes and who is interested in the social as well as the economic aspects of old age should gain greater understanding of this segment of our population which today numbers 14 million and which by 1975 is expected to reach 20 million.

Production costs: Approximately $800 per show.

On NBC Radio, Wednesdays, 10:30-11 p.m., sustaining. Writers: Harold Blum and William Welch; producer: Dorothy Culbertson; director: George Boutsas; researcher: Harold Blum. Narrator: H. V. Kaltenborn. Produced under Twentieth Century Fund grant.

SEEN & HEARD

ONE would get the idea that psychopathic case studies have found their niche in NBC-TV's *Kaiser Aluminum Hour*. In the three presentations to date, the audience has been thoroughly exposed to the frightening advances of: (a) an Oedipus-hexed G. I. ("The Army Game"), (b) a homicidal sheriff ("Man on a White Horse"), and last week, (c) a schizophrenic teenager who nearly drove a widowed mother (and this reviewer) to wit's end in a gripping story by M. A Ellis titled "Roar of the Lion." A smooth production from the very beginning (a seven-minute "hook") to the final curtain, "Lion" made full and excellent use of the assorted talents of Nancy Kelly, Ann Shoemaker and a youngster named Clifford Tatum. Young Mr. Tatum might easily give Patty ("The Bad Seed") McCormack a run for the money as the most easily despised stage brat in the history of histrionics.

BOOKS

TELEVISION AND RADIO, by Giraud Chester and Garnet R. Garrison. Appleton-Century-Crofts, Inc., 35 W. 32nd St., New York 1, N. Y. 652 pp. $6.50.

THE SECOND edition of a book which the authors wisely call "an introduction" to the broadcast media, is a completely updated work to encompass the changes that have occurred in the six years since the first edition came out. The first half of the massive volume deals with broadcasting as a part of the American scene and the way in which the advent of first radio and latterly tv has changed that scene. The second half takes the reader into the broadcast studio to study the technique of getting programs on the air. All in all, *Television and Radio* succeeds very well in introducing the layman to this complex and fascinating field.

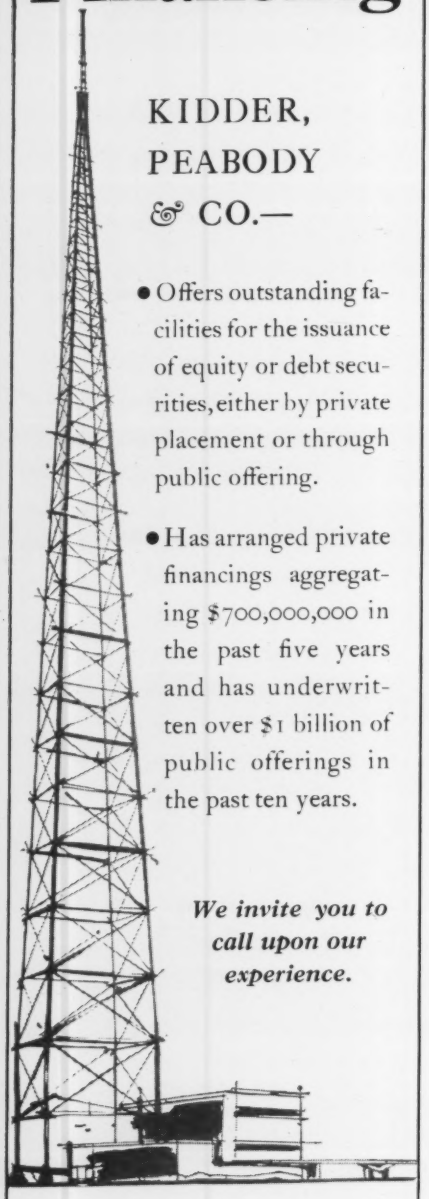
THE ONLY STATION IN PHILADELPHIA THAT HAD RATING INCREASES IN EVERY QUARTER HOUR DAY AND NIGHT OVER THE SAME REPORT LAST YEAR*

dial 950 WPEN

*PULSE *March-April '55 & '56*

REPRESENTED NATIONALLY BY GILL-PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

Financing



KIDDER, PEABODY & CO.—

- Offers outstanding facilities for the issuance of equity or debt securities, either by private placement or through public offering.
- Has arranged private financings aggregating $700,000,000 in the past five years and has underwritten over $1 billion of public offerings in the past ten years.

We invite you to call upon our experience.

KIDDER, PEABODY & CO.

FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

OPEN MIKE

The Texas Story

EDITOR:

Yesterday morning's mail brought my copy of B•T dated July 23 in which your splendid article on Texas was included. It has been read with interest and appreciation by several members of our staff. I am frankly amazed at the very comprehensive coverage of the economics of our key cities when you had so little time, comparatively speaking, to develop this wealth of information.

Let us all say thank you for your evaluation of El Paso. You told our story extremely well and being recognized as we were will mean much to our future . . .

Jack V. Curlin, Vice Pres.
El Paso National Bank
El Paso, Texas

EDITOR:

. . . I think this is the most readable and interesting market study that I have ever seen . . .

J. W. Blackburn, Partner
Blackburn-Hamilton Co.
Washington, D. C.

EDITOR:

We have read "The Texas Story" with keen interest and wish to express our feelings as to the outstanding job done by Frank Beatty. This story really has it and in addition to being tremendously informative, it was written in a most interesting manner.

F. J. Kelley
Adcraft Advertising Agency
Corpus Christi, Tex.

EDITOR:

Frank Beatty's article on Texas was absolutely superb! I don't believe I've read as concise, as vivid, or as accurate a story on this great state of ours as the one put together by your able reporter. Congratulations!

Alex Keese
Director, Radio-Television
WFAA-AM-TV Dallas

Correction

EDITOR:

UNDERSTAND TODAY'S ISSUE [B•T, JULY 30] BROADCASTING STATES CHARLES THIERIOT SURVIVOR SHIPWRECK. THIS INCORRECT. ONLY MEMBERS THIERIOT FAMILY ABOARD WERE FERDINAND M. THIERIOT, WIFE, AND SON. FERDINAND IS BROTHER OF CHARLES. SON PETER WAS SAVED. FERDINAND AND WIFE LISTED AS MISSING AND PRESUMED DEAD.

Harold P. See, Sta. Mgr.
KRON-TV San Francisco

The Swing Back

EDITOR:

Above and beyond the distress held by NBC over the defection of the Westinghouse Broadcasting Co. group from their affiliation camp, is the concern held by the all-too-few remaining radio station executives who still believe in the "good old days" and the "same time, same station" method of broadcasting. Over the years, I have held great faith in the concept that, come what may, the 50,000 watters would stand firm in the ranks of the "real radio" broadcasters; and that as the great swing "back" to radio gained more force, their methods would be proven the correct methods after all. Such, evidently, is not the case.

No doubt a group of operators as powerful and dedicated as WBC can and will use their facilities in the utmost to provide adequate public service to the listening public. The real problem is most acute in the cities of about 100,000 population. In many such cities (as in Sioux City) the deluge was kicked off by a nervous broadcaster who felt that the only way to make money was to drop affiliations, cut rates and rely on an inferior "music and news" broadcasting concept . . .

The large, fickle, bozo group of radio listeners leap to this type of radio in droves. A survey is made, and the station in question leads the pack; the network station still no doubt leads in the number of "product-buyer" listeners, but he has a hard time proving this to local merchants after the music stations survey. In the order of natural progression, the network affiliate operator figures if you can't lick 'em, join 'em. You know the rest of the story. The two or three stations in the market are soon all in the camp of the music and newsers . . . all fighting for the ears of the fickle audience with cash jackpots, treasure hunts . . . everything but public service radio.

With a slightly dirty ear hard against the ground, I would like to issue a warning to the music-and-news boys. Your day is fast drawing to a close. The experience of several stations recently indicates that the balanced program stations offering plenty of music, plenty of news, and plenty of forums, variety shows and news features are indeed once again coming into their own. Your audience is a very fickle one, music stations, and as soon as the novelty wears off, we'll just sit here and scoop them up—and then keep them. In the meantime, Lord help the networks and their affiliates.

Don D. Forsling, Prom. Dir.
KSCJ Sioux City, Iowa

Mistaken Identity

EDITOR:

I have just finished reading your article in the July 9th issue of B•T entitled "Our Respects To J. Elroy McCaw". . . in which you have reported as follows:

"KONA-TV was one of the early economic casualties in television, having started in 1952 as KGMB-TV."

For your information, I wish to advise you that KGMB-TV ever since it started operation on Dec. 1, 1952, has been owned and operated by the Hawaiian Broadcasting System, Ltd., and at no time has KGMB-TV ever been an economic casualty in television and this misstatement of fact in your article is a direct reflection on the operation of KGMB-TV and the Hawaiian Broadcasting System, Ltd. We would appreciate your publishing in your next issue an article to the effect that this quotation in your article on McCaw was an error and that KONA-TV was the only television casualty ever in the Hawaiian Islands and that it was not KGMB-TV.

Melvin B. Wright
Manager of Station Operations
KGMB-TV Honolulu, Hawaii

[EDITOR'S NOTE: B•T was in error in indicating KGMB-TV was at anytime in financial difficulty or that it was predecessor to KONA-TV. The mistake was due to faulty staff research and should not be attributed to Mr. McCaw in any way.]

Never Went Away

EDITOR:

Your coverage of radio spot sales in the July 9 issue proved most enlightening . . . Please send me 25 copies. I am confident we can put them to good use in telling the story of the advertising medium that "never went away."

Russell Gohring, V. P.
WOHO Toledo, Ohio

it's BUSIER than you think!

The one-armed paper hanger isn't the only busy person in the WFLA-TV sales area! Everybody's busy! Industrial expansion, increased agricultural production, around-the-calendar tourist business (still going up) is making it one of America's fastest-growing trade areas. And it includes the TAMPA - ST. PETERSBURG metropolitan area — America's 36th Retail Market!

The WFLA-TV market is *busy—busier* than you think. People are *making* money (more than a billion-and-a-half dollars of spendable income) and they are *spending* money (more than a billion-and-a-quarter dollars in retail purchases!) . . . It's Florida's *second market*, and it includes:

34% of Florida's RETAIL SALES
35% of Florida's POPULATION
35% of Florida's FOOD SALES
31% of Florida's DRUG SALES

You can reach Florida's second market *best* with WFLA-TV—the only Florida station that delivers unduplicated NBC live programming throughout its 100-mile radius.

**(Figures from Consumer Markets, 1955 and SM Survey of Buying Power, May 1956)*

wfla-tv channel 8
TAMPA - ST. PETERSBURG
NBC Basic (INTERCONNECTED) NBC

National Representative
BLAIR - TV

COM

NOW PLAYING...

COMEDY BUILDS AUDIENCE!*

"MY LITTLE MARGIE"

LOOK AT THESE GAINS IN AUDIENCE ... ALL REGISTERED WHEN STATIONS RE-PROGRAMMED DAYTIME WITH "MARGIE"!

**CHICAGO	WGN-TV	2210%
CLEVELAND	KYW-TV	910%
BALTIMORE	WBAL-TV	775%
SAN FRANCISCO	KGO-TV	430%
NEW YORK	WCBS-TV	145%

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
ATLANTA	10	20	70
WASHINGTON	20	30	50

(AGAINST "MICKEY MOUSE CLUB" IN BOTH MARKETS)

*ARB REPORTS — 1955-56
**CHICAGO — ANY QUESTIONS? CALL THE MAN FROM OFFICIAL!

COMEDY STAYS POPULAR!*

"MY HERO"

LOOK AT THE SHARE OF AUDIENCE "MY HERO" PULLS

CLEVELAND	65%	PEORIA	73%
ST. LOUIS	60%	BOSTON	58%

*ARB REPORTS — 1955-56

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
BOSTON	15	18	67
ST. LOUIS	17	32	51

ALWAYS LEAVES EM' LAUGHING!

EDY

in markets of every size

COMEDY SELLS THE WHOLE FAMILY!*

"WILLY"

LOOK AT THE AUDIENCE COMPOSITION AND RATINGS FOR "WILLY"

	MEN	WOMEN	CHILDREN
CLEVELAND	20	29	51
ST. LOUIS	14	27	59

CLEVELAND	13.6%	ST. LOUIS	12.1%
Station "B"	4.9%	Station "B"	5.2%
Station "C"	4.4%		

*ARB REPORTS – 1955-56

COMEDY GETS "LION'S SHARE!"*

"TROUBLE WITH FATHER"

THE "STU ERWIN SHOW" RATES IN SHARE OF AUDIENCE

CHICAGO	WGN-TV	35%
DETROIT	WXYZ-TV	33%
HOUSTON	KGUL-TV	56%
OKLAHOMA CITY	KWTV	57%
LINCOLN-OMAHA	KOLN-TV	64%

AUDIENCE COMPOSITION

	MEN	WOMEN	CHILDREN
PHOENIX KPHO-TV	15	30	55

(AGAINST "MICKEY MOUSE CLUB")

*ARB REPORTS – 1955-56

IT WAS GREAT AT THE PALACE AND IT'S GREAT ON TV!

phone wire
write the man
from Official
today!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
Plaza 7-0100

Representatives in: Beverly Hills – San Francisco – Minneapolis – Chicago – St. Louis – Boston – Atlanta – Philadelphia

WREX-TV

ON TOP

157 to 11!

WREX-TV leads in ¼ hour periods from 6:00 P.M. to midnite

All 48 of the top 48 once-a-week shows are on WREX-TV!

57 of the top 59 once-a-week shows are on WREX-TV!

All 15 of the top 15 multi-weekly shows are on WREX-TV!

Facts from the April 1956 ARB Survey prove conclusively that WREX-TV continues to grow in favor with the ever increasing number of viewers in this 10 county billion dollar market!

WREX-TV

ROCKFORD • ILLINOIS

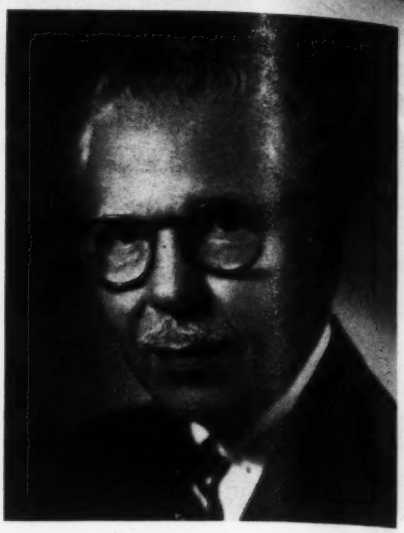
channel 13

CBS • ABC AFFILIATIONS

represented by H-R TELEVISION, INC.

our respects

to ROGER PRYOR



AFTER almost 30 years as an actor, bandleader and producer-director in motion pictures, the legitimate stage and radio, Roger Pryor turned his back on the public spotlight in 1947 and embarked on a career in the advertising agency field.

Today, nine years later, he says he is "mighty happy" with his work as vice president in charge of radio and television for Foote, Cone & Belding, New York. His varied career in the entertainment field, he points out, stood him in excellent stead back in 1947 when he joined FC&B because his background had prepared him for the multi-faceted requirements of television.

Mr. Pryor was born in New York on Aug. 27, 1901, and his early childhood was spent in various parts of the country. He accompanied his father, Arthur Pryor, the well-known brass band leader, on tours across the country. At 17, bitten by the acting bug, he began his apprenticeship with a stock company.

Still handsome and trim today at 54, Mr. Pryor describes his five years in stock as "a wonderful experience." The transition to Broadway and the legitimate theatre was painful: he had nine successive "flop" plays before he scored in Maxwell Anderson's *Saturday's Children*, in which he was co-featured with Ruth Gordon. From 1927 to 1933, Mr. Pryor's career was on the upswing, as he appeared and was starred in such successful plays as *The Royal Family, Up Pops The Devil, Apron Strings, and Blessed Event.*

In 1933, Hollywood beckoned and Mr. Pryor appeared in 78 feature motion pictures before he closed out this phase of his career in 1946. In 1937-41, on a temporary leave from Hollywood acting chores, Mr. Pryor led his own dance band and played at many of the leading clubs and hotels throughout the country. He also found time to appear as a narrator on radio for nine years (U. S. Steel's *Theatre Guild of the Air* from 1936 to 1940 and from 1946-51).

In 1947, desiring to "settle down," Mr. Pryor accepted the post of television producer with FC&B. At that time, both agency officials and Mr. Pryor knew that tv was still an uncharted medium, but felt that no matter what course tv ultimately took, Mr. Pryor's variegated background in entertainment could make a useful contribution.

Foote, Cone & Belding is unusual in the agency field in that its offices—in New York, Chicago, Los Angeles, and San Francisco—although closely integrated, operate independently and autonomously. As vice president in charge of radio-tv for FC&B in New York, Mr. Pryor supervises a staff of about 35 persons for such clients as Lever Bros., Rheingold, Purex, Clairol, and others.

Mr. Pryor believes that television will undergo certain changes within the next few years, directly associated with rising costs. He envisions a step-up in the trend of opening the medium to advertisers with smaller budgets, with a program sponsored by a large number of advertisers. He also forsees the acceptance of irregularly scheduled tv programs, corresponding to the seasonal requirements of advertisers.

When Mr. Pryor joined FC&B in 1947, he was convinced that film would play a significant role in commercials. His knowledge of film production and music were particularly useful to him in those early days of television, he recalls. He is especially proud of one of his early film commercial efforts in 1947: the Rheingold marching beer cans that created a stir in industry circles at the time.

Mr. Pryor considers today's commercials "superior" to those produced five years ago, believes there will be "continuous improvement" in quality and approach, and adds:

"You must remember that writers in the early days of tv had never written for film. Writers are learning more and more about the conception and execution of a film commercial. The commercial is becoming a happy wedding between the writer, the art man, and the production man."

He believes there is a strengthening cooperation between the agency and the outside tv film production company, accelerated by the employment of many agencies of personnel with experience in the film production field. As in every creative effort, he adds, there is "room for improvement" in film commercials.

"The most difficult thing in producing a tv film commercial is attainment of the required simplicity," Mr. Pryor says. "Perhaps the single most common fault is that commercials become so involved that they lack effectiveness."

In 1953 Mr. Pryor married the former Barbara Campbell. During the week, Mr. Pryor lives in an apartment in mid-Manhattan. On weekends, he joins his wife on their farm in Red Hook, N. Y., where they raise Christmas trees and breed German shepherd dogs as hobbies. He has a daughter by a former marriage, Mrs. Priscilla Britton, and two grandchildren, Priscilla Jr. and John Britton III.

During World War II, Mr. Pryor was a civilian flight instructor for the U. S. Air Force at Blythe, Calif.

Today, the farm provides his principal source of relaxation. Mr. Pryor is a past president of the Radio and Television Executives Society, and currently is a member of RTES' board of directors.

...JUST LOOK AT

KFBK

THE BEELINE'S 50,000 WATT SACRAMENTO STATION

KFBK has more top rated daytime shows ... 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has greater coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a greater FCC contour, daytime and nighttime, than any competitive station.

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

It's True...
FLINT WOMEN
Love WKMF

After all, more Flint women listen to WKMF than to any other Flint station! So, if you want to sell FLINT, MICHIGAN... if you're selling something that women buy, or if you want the ladies to hear your story (so they can influence hubby), then put your money where it buys the biggest women's audience per dollar spent... WKMF!

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit | WKMF Flint, Mich. | WKHM Jackson, Mich. Jackson Broadcasting & Television Corp. | WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMF FLINT, MICHIGAN

Fred A. Knorr, Pres.
Eldon Garner, Mg. Director
Represented by HEADLEY-REED

The Community Stations

KNORR BROADCASTING CORP.

NORMAN BAER

on all accounts

HAD Norman Baer, radio-tv director at Lewin, Williams & Saylor, New York, not stopped by a Greenwich Village bistro one spring night in 1949, chances are he'd still be pounding a beat and typewriter for the Associated Press. For Norm Baer, then a 23-year-old Brooklyn-born cub reporter, it had been a tough day at the AP; the same could have been said for newscaster George Carson Putnam, who had spent the afternoon fruitlessly interviewing prospective newswriters for his upcoming DuMont news-quiz series. Before long, the two began "swapping notes."

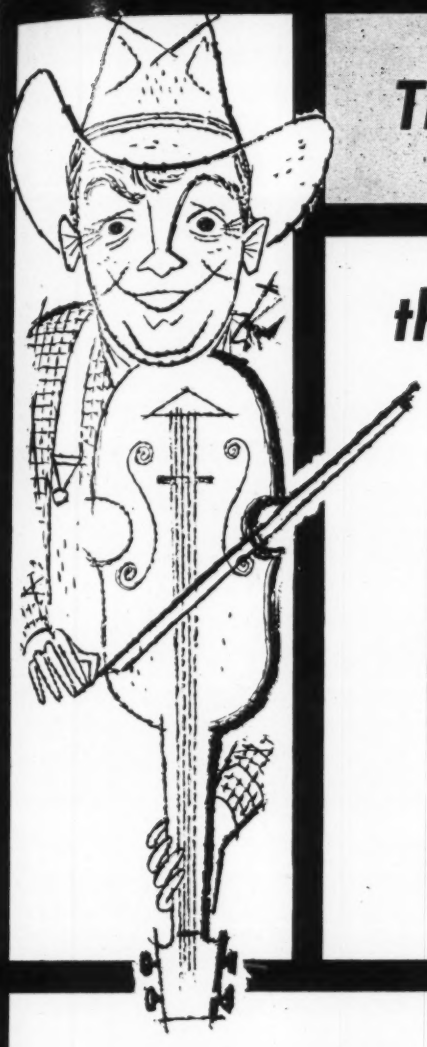
Two weeks later, Norm Baer was ensconced in the studios of WABD (TV) New York. The following year, Mr. Putnam left for the West Coast to seek "fame and fortune," and Mr. Baer stayed East to do likewise, "though I never did see the fortune." Joining WABD's parent, the then-fledgling (and now-defunct) DuMont Television Network as writer-producer, Mr. Baer, in the course of his work as a "yock writer," ran into a packager named Gerry Gross. Before long, the two found themselves working so closely together that they decided to pool their talents under the banner of Gross-Baer Productions Inc.

To veterans of those early tv years in New York, Gross-Baer soon took on the appearance of a Rodgers & Hammerstein office. During the course of one week alone, G-B had a total of 39 shows on the air—"not necessarily all hits"—but over five New York channels.

As if there wasn't enough work to be done, Norm Baer took on the additional duties of radio-tv director at Hilton & Riggio, New York, supervised all broadcast activities—including those of Gross-Baer productions for the agency—of such clients as the Coca-Cola Bottling Co. of New York, Colonial Airlines, Regent cigarettes and Robert Hall clothes. He left H&R in March 1955, stayed with his partner at G-B until earlier this year when the team split. Mr. Gross joined another packager and Mr. Baer went to his present post.

He now buys time for such sponsors as Astor peanut candy (radio spot), Costa ice cream (radio-tv spot), Speed Writing Institute (tv spot), Omega Watch Co. (radio spot), Linguaphone (radio spot) and Fawcett Publications (tv spot). He also is looking for a show suitable for two of the agency's book publishing clients, A. S. Barnes and Viking Press.

At home in Manhattan's Stuyvesant Town with his wife, a former model named Jo Bernstein (whom he met on a blind date), and his three-year-old daughter, Mr. Baer strenuously avoids what he calls "the hobby trap."



The granddaddy of 'em all

the NATIONAL BARN DANCE

Now available as a TELEVISION film series!

- It's the *original* 32-year old WLS NATIONAL BARN DANCE... the network show that's ranked first on radio for years. Now available as a TV show to make your products rank first.
- With a cast of almost 50 stars, over 3,000,000 people paid to see NATIONAL BARN DANCE shows at Chicago's Eighth Street Theatre.
- Stars play to over 2,000,000 people on personal appearance tours in one year alone.
- Series of 26 half-hour pictures available for national, regional or single market sale.

Write, wire or phone for further information.

CAST OF ALMOST 50 INCLUDING—

Homer & Jethro
Lula Belle & Scotty
Bob Atcher
Captain Stubby & the Buccaneers
Grace Wilson
The Wilson Sisters
Cousin Tilford
Red Blanchard
Dolph Hewitt
Arkie the Woodchopper
Jimmy James & Otto

and many, many other favorite stars!

FAN

FRED A. NILES Productions, Inc.

The *pace-setting* film company, serving the nation's leading advertisers in TV commercials, films for theatre & industry.

22 WEST HUBBARD STREET • CHICAGO 10, SUperior 7-0760
In Hollywood: 1040 N. Las Palmas

CAPITAL BOOM . . .

. . . IN DRUG STORE SALES !

Things are moving faster than ever in the Capital these days. Drug store sales have reached an all-time high, making Washington the *8th largest market* in this category.

Retail drug sales in Washington have risen 49% in just five years and are now close to $100,000,000 annually . . . significantly greater than those in other leading metropolitan markets like Pittsburgh, St. Louis and Cleveland!

Advertisers of drug store products have paralleled this huge growth in sales by investing more than ever in the media that sell the Capital best . . . WRC and WRC-TV, Washington's *leadership* stations. In a three year period, drug advertisers' billings on these stations are up a healthy 73%. And for the first quarter of this year, they were up still another 27.7% over last year's!

Because these stations keep drug store products moving in greater volume, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING
August 6, 1956 Vol. 51 No. 6

HOW CHICAGO'S INTERNATIONAL AMPHITHEATRE LOOKED LAST WEEK. TELEVISION POOL CAMERA PLATFORM IS IN CENTER.

COVERING HISTORY, AND MAKING IT

THE IRREGULAR rhythm of hammer against nail was the only noise disturbing the peace of Chicago's yawning International Amphitheatre last week. The relative quiet gave little clue to the pandemonium waiting in the wings.

A week from today it will be a different story (see page 28). Then, thousands of shouting politicians from all corners of the U. S. will be deep in the throes of nominating their man to run for the Presidency.

And when it happens, all America will be watching and listening, thanks to the almost-unbelievable efforts of radio and television. Hardly a word or a gesture will escape the more than 2,000 electronic reporters who will make it their business to tell the country how its political affairs are being run.

And that will be only half the story. The next week, after a breakneck sprint across the country from Chicago to San Francisco, the performance, and the coverage, will be repeated.

Two electronic preambles will have made possible this achievement: the 36-year history of commercial radio which has put receivers into 45 million homes and signals over 98% of the population, and the 9-year history of commercial tv, now received in three of every four homes. It will be the largest audience in history, estimated as high as 100 million for tv, virtually everybody in the U. S. and other millions abroad for radio.

A historian might note that things certainly have come a long way since the first political convention was held 96 years ago. Then, in 1860, the boom of a cannon from the roof of the Chicago convention hall was the first broadcast of the news that Abraham Lincoln had been nominated. It was up to "pony express" and limited telegraphic facilities to tell the rest of the country.

SIX national sponsors will pay about $14.5 million to spread their commercial messages. The $14.5 million to be paid the four radio and three tv networks sets another broadcast record. It also includes, for the most part, coverage of election night returns.

But even this large sum leaves the networks well in the hole—around $5 million—as they assume the cost of placing 1,000 persons and necessary facilities at the scenes. Some of the planning has been underway for almost two years, supported by the experience gained in past conventions.

Radio and tv networks will carry up to 70 hours of direct feeds from Chicago and San Francisco plus pre-convention news and panel programs and special features.

Package sponsors of network coverage are:
Westinghouse Electric Corp., CBS radio-tv, $5 million.
Philco Corp., ABC radio-tv, $4.3 million.
RCA, Sunbeam and Oldsmobile, NBC radio-tv, $5 million.
Kohler Co., MBS radio, $200,000.

These six sponsors have lined up long-standing favorites, such as Betty Furness for Westinghouse, to submit their messages to the public. They will be backed up by other familiar and some new faces and voices. Over 65 hours of commercial television time, and almost as much radio time, will be pre-empted to make way for convention coverage.

SIGNING of Kohler Co. by MBS to sponsor its convention coverage was a last-minute development, putting the network on a completely sponsored basis. Kohler's contract includes election night coverage.

Over 1,800 radio-tv newsmen and aides have been accredited for the Democratic convention and 1,750 for GOP coverage. Networks will have about 1,000 persons at each convention. In all, 400 tv and 350 radio newsmen representing individual stations will cover the proceedings. Over 300 separate organizations will be represented at Chicago and 250 at San Francisco, with many left on a waiting list because all available facilities had been allocated weeks ago.

The network contracts insure minimum hours to sponsors, with chance of substantial bonuses if deadlocks develop or large numbers of ballots are needed to name candidates. The CBS-TV agreement with Westinghouse guarantees the sponsor 20 hours of coverage per convention, a total of 40 hours. In 1952 Westinghouse had the same 40-hour guarantee and wound up with a total of

SCENE IN CHICAGO AMPHITHEATRE WILL LOOK LIKE THIS NEXT WEEK. THIS PICTURE SHOWS THE GOP CONVENTION IN 1952

124 hours. The sponsor is assured 60 commercials per convention or a total of 120, with 62.5% to be devoted to consumer products and the rest to apparatus, general industrial and defense divisions plus general corporate advertising.

The same standards prevail for the Westinghouse contract with CBS Radio.

NBC assured its advertisers a total of at least 26 hours of tv and 10 hours of radio coverage for each convention. With each of the three sponsors averaging one commercial per hour, the total would be 52 tv and 20 radio commercials for each sponsor.

Philco is guaranteed a minimum of 20 radio and 20 tv hours at each convention under the ABC contract, with six minutes of commercial time per hour, proceedings permitting.

When the Democratic session opens next Monday evening, a 28-minute film will trace historical events in the party history. The production will include voices of two ex-Presidents, the late Franklin D. Roosevelt and Harry S. Truman. The film was produced by Dore Schary, M-G-M, Hollywood. It is believed all networks will carry this feature, which will be narrated by Sen. John F. Kennedy (D-Mass.). The film will precede the keynote speech by Gov. Frank Clements of Tennessee.

A large screen will be installed in a sloping position in front of and above the line of sight of the network booths behind the speaker's rostrum. RCA will install a bank of monitors so those in the gallery can see the film.

Democratic planners hope to start sessions promptly at 12 noon and 8 p.m. Monday and Tuesday, 10 a.m. and 8 p.m. Wednesday, Thursday and Friday. Entertainment portions of the evening sessions have not been completed. Limiting of nominating speeches to 10 minutes and two seconding speeches to three minutes each (nominating talks were 20 minutes in 1952), is being considered.

Over 50 members of the Democratic National Committee staff, headed by Chairman Paul Butler, were to arrive in Chicago yesterday (Sunday). They have reserved the entire eighth floor of the Conrad Hilton Hotel.

Tv pool rehearsals will be held next Saturday and Sunday prior to convention opening. ABC, CBS and NBS have arranged rehearsals of participants plus testing of engineering setups, test patterns and other equipment.

Joining the Stevenson campaign committee in Chicago last week was George W. Ball, member of the Washington law firm of Cleary, Gottlieb, Friendly & Ball. He has set up an office at 221 LaSalle St., serving as director of public relations and tv. Roger Tubby is Mr. Stevenson's press secretary. In 1952 Mr. Ball was executive director of the Volunteers for Stevenson Committee.

News headquarters at Chicago will be the Boulevard Room at the Conrad Hilton Hotel. The supper club site will be central point for interviews and news conferences. Admission will be limited to accredited newsmen. Elaborate facilities have been set up in the International Amphitheatre [B•T, July 16, 30]. A dry run of facilities at the amphitheatre is scheduled Thursday, according to J. Leonard Reinsch, executive director of the Cox stations, assistant to Chairman Butler in charge of convention planning. Security buttons will be issued to avoid past confusion due to counterfeit badges.

ENGINEERS WEAVE BLANKET TO COVER THE NATION

UP on the roof of Chicago's Amphitheatre an Illinois Bell Telephone engineer was aiming a microwave dish toward the Conrad Hilton Hotel, several miles away.

He was sweating. Because, between the parabolic antenna and its mate atop the Conrad Hilton were a tall factory chimney and a small steel trestle, and he had to get that narrow beam through those obstacles. He finally did, too—between one of the chimney's guy wires and the stack itself and micro-feet under the trestle.

That incident last week indicated the care that was going into the establishment of the greatest aggregation of communications equipment ever thrown in to cover a single story. Not only Bell technicians, but radio and tv engineers were all scrambling to position their gear for the opening of the Democratic convention Aug. 13. And one week later, they were expected to repeat this feat in San Francisco for the Republican convention.

Broadcastingwise, an electronic blanket will cover Chicago and San Francisco. There will be six pool cameras covering the convention floor in each city. For radio and the aural portion of tv there will be an estimated 50 to 100 microphones on the floor.

CBS will work from a "central news desk" at the convention halls, which will be the intelligence center for the entire CBS operation. CBS will have four walkie-talkies with long-life batteries on the floor at all times, two for radio and two for tv, but interchangeable.

CBS-TV will have approximately 25 cameras of its own, including those in hotels, studios and other vantage points—as well as some in New York and Washington to feed news appropriate to the convention.

Available to CBS also, ready for a dash anywhere, will be two standard mobile tv units and its tv-equipped Chrysler unit. And, for quick processing of CBS newsfilm, the network will use a helicopter to fly film from the Amphitheatre to a processing laboratory in downtown Chicago.

ABC will have about 20 cameras of its own at the convention sites, and 40-50 microphones in mobile units and studios. ABC will have two major studios in each city. One, the larger, is the Philco commercial studio; the other, the "Presidential Studio," will originate basic news and commentary and will house the tv master control. The network will have a combination radio-tv studio overlooking the conventions, also housing radio control, two standard mobile units and one "crash" tv-equipped Dodge station wagon.

NBC will have in each city three standard

mobile units plus its tv-equipped Cadillac and its radio-equipped Thunderbird. There will also be one or two other am field units for radio and four or five camera and sound cars for film. NBC-TV will use 32-36 cameras.

Focal point for NBC will be "TV-1" where anchor men will summarize developments and which will contain eight video monitors. NBC master control is built on three levels, composed of three glass-paneled rooms to house 12 people. As with other networks, there'll be a central NBC news desk through which all incoming matter will be funneled, assignments made, etc. Reporters and commentators on the floor will be equipped with radio transceivers through which they can both receive instructions and make on-the-air transmissions.

All networks will unveil for the first time midget tv cameras, some developed specially for these conventions [B•T, July 30]. They range in weight from CBS' 1.5 lb. flashlight size camera to ABC and NBC 4 lb. hand viewers.

It's costing the Bell companies a cool $1 million to establish the ties binding all this gear together so that an estimated 100 million tv viewers plus uncounted additional millions of radio listeners and press readers may instantaneously see, hear and read about the conventions' activities. Bell estimates that tv requirements in Chicago are 70% higher this year than in 1954.

Tv: 400 Stations, 270 Cities

AT&T said last week that the conventions will be the largest communication hookup in history. Nearly 75,000 miles of channels, to transmit telecasts to 400 tv stations in 270 cities across the nation, are being established. And almost all tv channels are equipped for color.

For the press and radio the Bell system has installed nearly 600 additional teletypewriters in the convention cities, comprising a network of 760,000 miles of such circuits to carry the news to 10,250 press outlets and to radio and tv news commentators. Over 1,500 radio stations will receive the programs from the convention halls. AT&T said, with 138 radio circuits and 21 telephoto machines already installed in Chicago.

About half the $500,000 outlay in each of the convention cities can be attributed to the needs of the broadcast media, it was estimated.

The 1956 communications net compares to nearly 30,000 miles of tv channels which carried the 1952 Chicago conventions to 107 of the 108 existing tv stations in 65 cities. At that time, too, Bell set up 100 additional teletypewriters and established over 670,000 miles of twx circuits to serve 7,500 press locations to service newspapers and radio stations. More than 1,200 radio stations were linked to receive convention programs then.

In Chicago, on the eve of the first convention, Bell had established 54 microwave dishes all over the city (including a link to Adlai Stevenson's Libertyville, Ill., farm) for tv and communications links tying in main sections of the convention. There were 28 dishes located atop the Amphitheatre and 26 others scattered throughout the city—ten at the Conrad Hilton Hotel, whose Boulevard Room has been transformed into a centralized conference center.

The parabolas have been assembled from all Bell companies—except Pacific Bell which is in the throes of preparing for the San Francisco Republican convention a week later.

Bell also had put in 12 coaxial cable routes to link the Amphitheatre with downtown television studios. Fifty additional switchboards were established in the Amphitheatre and 11,500 miles of wire had been laid to connect 4,000 Amphitheatre telephones with the Chicago telephone system.

Planning started a year ago, it was learned, and Bell servicemen had been installing heavy duty gear since last March in the Amphitheatre proper.

Mutual's radio coverage includes double con-

COMMERCIAL PRE-EMPTIONS

MORE than 65 hours of network commercial television time and an almost incalculable, but smaller amount of network commercial radio business will be pre-empted by coverage of the forthcoming Democratic and Republican convention proceedings, based on the broadcast schedules currently set.

Cost of the time and production involved in the pre-emptions, although no network official would risk an estimate for publication, was generally expected to run "into the millions." Some sources have ventured that production charges alone on pre-empted programs would range between $800,000 and $1 million in the case of NBC and approximately the same for CBS [B•T, July 16].

The fact that some of the programs are on film and may be shown at later dates, with no "loss" of the production costs, keeps the pre-emption costs from going even higher than they are. ABC-TV, for instance, has only about four major live shows—*Voice of Firestone, Wednesday Night Fights, Amazing Dunninger* and *It's Polka Time*—falling within the pre-emption range of its convention schedule.

An examination of the tv networks' schedules shows that under present plans—and all plans are subject to change, depending upon the vagaries of the conventions themselves—a total of 35 hours 15 minutes of regularly scheduled commercial tv programs will be pre-empted on the three networks during the Democratic conclave, while the total for the Republican convention will run to 30 hours 45 minutes. These figures do not include pre-emptions for special convention shows at hours when conventions are not in session.

The costs of pre-emption, of course, are paid by the networks out of the monies they get from sale of conventions-election packages.

By network, the approximate number of commercial tv hours destined for pre-emption under present plans (not counting hours outside the coverage of the conventions proceedings) is as follows:

- CBS-TV: 12 hours 15 minutes during Democratic; 13 hours during GOP.
- NBC-TV: 16 hours 30 minutes during Democratic; 9 hours 30 minutes GOP.
- ABC-TV: 6 hours 30 minutes during Democratic; 8 hours 30 minutes GOP.

Calculation of pre-empted network radio commercial time was vastly more difficult, because of the selling patterns in network radio. Among all radio networks—ABC, CBS, Mutual, and NBC—most of the commercial time being knocked out for convention coverage is sold on a multi-sponsorship basis. If those shows with one or more such sponsors are counted equally with those that are singly and fully sponsored, the tentative pre-emption breakdown goes about like this:

- CBS Radio: 7 hours 40 minutes during Democratic; 2 hours 55 minutes during GOP.
- ABC Radio: about 1 hour 30 minutes during each convention.
- Mutual: 4 hours 35 minutes during Democratic; 5 hours 30 minutes during GOP.
- NBC Radio: 2 hours 35 minutes during Democratic; 2 hours 25 minutes during GOP.

THE SCHEDULES

FIVE days of coverage are scheduled by major radio and tv networks for the Democratic convention, starting Aug. 13, and four days for the Republican convention, starting Aug. 20. Condensed network coverage of actual convention proceedings follows (all times EDT):

DEMOCRATIC

ABC Radio and **ABC-TV:**
Monday and Tuesday—1-4 p.m. and 9:30-midnight.
Wednesday—11:30 a.m. to 6 p.m. and 9:30 p.m. to a slate as 3 a.m. Thursday.
Thursday and Friday (no day sessions planned)—9:30 p.m.-midnight.

CBS-TV:
Monday—1-3 p.m. and 9:30 p.m. to close.
Tuesday—1-4 p.m. and 9:30 p.m. to close.
Wednesday—11:30 a.m. to 6:30 p.m. and 9:30 p.m. to close.
Thursday and Friday—12:30 to 3 p.m. if held, and 9:30 p.m. to close.

CBS Radio:
Monday—1-2:30 p.m. and 9:30 p.m.-midnight.
Tuesday—1-4 p.m. and 9:30 p.m.-12:30 a.m.
Wednesday—11:30 a.m.-5:30 p.m. and 9:30 p.m.-2 a.m.
Thursday—9:30 p.m.-midnight.
Friday—9:30 p.m.-midnight

NBC-TV:
Monday—12:30 to 3 p.m. and 9:30 p.m. to 1 a.m.
Tuesday—1:30 to 4 p.m. and 9:30 p.m. to 1 a.m.
Wednesday—11:30 a.m. to 7 p.m. and 10 p.m. to 2 a.m.
Thursday—10 p.m. to 1 a.m.
Friday—9:30 p.m. to 1 am.

NBC Radio:
Monday—12:30 to about 3 p.m. and 9:30 p.m. to about midnight.
Tuesday—1 p.m. to about 4 p.m. and 9:30 p.m. to about midnight.
Wednesday—11:30 a.m. to either 6 or 7 p.m. and 9:30 p.m. to about midnight.
Thursday and Friday—12:30 p.m. to late afternoon or evening if convention developments require, and 9:30 p.m. to end.

MBS (tentative) :
Monday—12:30-3 p.m. and 8-11 p.m.
Tuesday—11 a.m.-4 p.m. and 8 p.m.-1 a.m.
Wednesday—11 a.m.-6 p.m. and 10 p.m.-1 am.
Thursday—10 p.m.-1 a.m.
Friday—9:30 p.m.-1 a.m.

REPUBLICAN

ABC Radio and **ABC-TV:**
Monday—2-4 p.m. and 7-10 p.m.
Tuesday, Wed. and Thurs.—6-10 p.m.

CBS-TV and, substantialy if not identically, **CBS Radio:**
Monday—2-4 p.m. and 7-11 p.m.
Tuesday, Wed. and Thurs.—6-10 p.m.

NBC-TV:
Monday—2-4 p.m. and 5-9:30 p.m.
Tuesday—5-10:30 p.m.
Wednesday—5-10 p.m.
Thursday—7:30 to 10 p.m.

NBC Radio:
Monday—2-4 or 4:30 p.m., and 7-9:30 or 10 p.m.
Tuesday, Wednesday and Thursday—6:30-9:30 or 10 p.m.

MBS (tentative):
Monday—2-4 p.m. and 6-9:30 p.m.
Tuesday—5-10:30 p.m.
Wednesday—5-10:30 p.m.
Thursday—5-10:30 p.m.

COVERAGE CHRONOLOGY

1924—Republican convention held in Cleveland and Democratic convention in New York.

The first political conventions to be carried by a radio network. Facilities linked 16 radio stations in 12 cities to receive the GOP programs and 17 stations in 14 cities for the Democratic conclave. The network reached from New York to Kansas City, Mo. It is estimated several million people heard parts of the conventions.

1940—Republican Convention held in Philadelphia, Pa.

The first convention to get "live" television network coverage. A 95-mile channel carried telecasts of the proceedings to an NBC studio in New York for local television broadcasts.

1944—World War II eliminated tv network coverage. Some 675 radio stations in the U. S. and 30 in Canada received convention programs by radio networks.

1948—Conventions held in Philadelphia.

The first convention to be covered by television on a regular network basis. (Commercial television network service started in May 1948). Three channels, both north and south of Philadelphia, carried the convention telecasts. Eighteen tv stations in nine cities (Boston, New York, Newark, Schenectady, New Haven, Philadelphia, Baltimore, Washington and Richmond) received the programs. Network consisted of 1,529 channel miles.

1952—Conventions held in Chicago.

"Live" telecasts of the conventions were carried from coast-to-coast over nationwide network. Nearly 30,000 miles of channel carried television programs to 107 of the 108 existing tv stations in 65 cities. In addition, three cities received the television programs on a closed-circuit basis. More than 1,200 network radio stations in the U. S. were linked to receive the convention programs.

1956—Democratic convention to start Aug. 13 in Chicago, Republican conclave Aug. 20 in San Francisco.

Will be largest communications hook-up in history. Nearly 73,000 miles of channels to transmit telecasts to 400 tv stations in 270 cities across the nation. Over 90 percent of all Americans will be able to see the conventions. Almost all the tv channels have been equipped to carry color programs. Over 1,500 radio stations can receive the programs from the convention halls.

trol centers at both sites—with equipment at Chicago's Amphitheatre and San Francisco's Cow Palace duplicated in Chicago's Conrad Hilton Hotel and San Francisco's Fairmont and Mark Hopkins hotels. In Chicago, seven separate phone exchanges are scheduled for MBS use. There will be more than 50 microphones for delegation reports and walkie-talkie equipment.

CROSS-COUNTRY TRANSFER POSES LOGISTICS PROBLEM

TRANSFER of tons of complex electronics gear from Chicago to San Francisco overnight will be the logistics trick of the forthcoming political conventions.

Network authorities are reluctant to venture an estimate—until all the bills are in—on what the transfer itself will cost. But they appear to be thinking in terms of about $50,000 as an all-network total.

The move from Chicago to San Francisco is made doubly difficult by the timing—the Republican opening on Aug. 20 is exactly one week after the Democratic start in Chicago next Monday.

Like coverage of the convention floor proceedings, there will be a pool operation on the transfer. One pool plane is slated to leave Chicago six hours after the Democrats close up shop. It'll carry equipment. Each of the three tv-radio networks has been allocated 10,000 pounds. Two other planes, carrying 40 persons from each of the three networks, also will be a part of the pool.

For other people and equipment, each network makes its own arrangements.

CBS-TV estimates that 10 to 12 tons of its equipment has been designed and crated so that it can be knocked down, packed, flown to San Francisco and installed—all within a 24-hour period. NBC-TV and ABC-TV will be aiming for the same sort of timetable, but preliminary estimates indicate they may not have quite so much tonnage to move.

NBC said it will transport around 10,000 pounds—five tons—of equipment to Chicago and thence to San Francisco. An emphasis on portability and the fact that NBC is constructing in each city a "convention central"—which will house more personnel and equipment than normally needed to operate three full-scale television stations—has kept NBC tonnage "relatively low," officials asserted.

ABC is aided by the fact that, unlike NBC and CBS, it has an owned station in San Francisco (KGO-TV) whose own considerable facilities are being augmented by equipment shipped up from ABC-owned KABC-TV Los Angeles. Nevertheless, ABC-TV's mobile equipment and some other gear will be flown, along with personnel, from Chicago to the GOP convention site.

Logistically, Mutual will have the easiest time of all the network organizations. Radio can go anywhere—and in a hurry. The MBS problem will be primarily that of transporting people.

And what will the networks do in the unlikely event that the Democrats don't close up before the Republicans start? It's a question to frighten network officials, but they point out that skeleton staffs will start the coastward trek before the Chicago meet is over in any event, and if double coverage is necessary they'll manage somehow, switching broadcasts and telecasts back and forth between the two cities according to which has the bigger news at the moment. ABC-TV, as a matter of fact, feels that the equipment already at hand at KGO-TV is sufficient to enable it to proceed with GOP coverage without additional gear from Chicago —if necessary.

RADIO-TV WILL FIELD A TEAM 2,000 STRONG

RADIO-TV attendance both in men and number of radio-tv stations represented, plus more equipment of more modern design, will provide the two national political conventions with fuller and more varied coverage than ever before.

The Congressional Radio-Tv Galleries, which handle accreditations for radio-tv stations and networks for both conventions, reported more than 1,800 industry personnel have been accredited to the Democratic National Convention in Chicago and about 1,750 to the GOP National Convention in San Francisco. Network employes and executives will represent around 1,000 of each total.

Because the Congressional Radio-Tv Galleries since the April 15 deadline have had to turn down applications at the rate of about two a day and because these have been put on a waiting list with no definite promise of seats, total radio-tv personnel attending the conventions may top 2,000, it was indicated, in the event more facilities are acquired.

Radio-tv station organizations to be represented at the Democratic convention total 300 and for the GOP sessions 250, it was reported. But these figures include only organizations, many of which represent more than one radio or tv station, and in fact some organizations will represent several radio-tv stations, so that these figures actually may represent something like 400 and 350 radio-tv stations, respectively.

It has been estimated that the 1952 political conventions in Chicago drew as many as 2,000 radio-tv people representing the networks and some 300 individual radio and tv stations. The GOP convention in Philadelphia in 1948 saw attendance by around 800 radio-tv people and the Democrats, also in Philadelphia were covered by about 1,100 industry personnel.

The Radio-tv Galleries figures showed a total of 388 ABC people will be attending the Democratic convention, 293 from CBS, 44 from Mutual and 366 from NBC. For the Republican convention, ABC 360, CBS 286, Mutual 44 and NBC 366. CBS named 27 AT&T employes for pool operation at San Francisco.

NETWORK DELEGATIONS

ABC's Chicago list showed: executives, 13; news personnel supervisors, 8; commentators and reporters, 69; announcers, 9; publicity, 9; traffic, 5; engineering personnel, 175; directors and acting directors, 28; stage hands, floormen, make-up artists, etc., 28; secretarial, 20; agency and client people (Philco), 16; others, 6; copy clerks, 2.

CBS: executives, 12; correspondents, 49; CBS Newsfilm, 33; Edward R. Murrow unit, 2; Lowell Thomas unit, 2; *Good Morning* show, 12; tv network operations, 4; radio network operations, 3; press, 9; public affairs, 10; theatres and studios, 6; administrative, 11; set designers, 2; technicians, 82; control room directors, 12; photographers, 2; agency and sponsor representatives, 42.

Mutual: executives, 9; commentators and reporters, 21; editorial assistants, communications, secretarial, 5; program-production-traffic, 8; engineering, 1.

NBC: executives, 10; commentators and reporters, 75; *Today* show, 30; *Home*, 20; press, 9; camera crews, 14; technical-supervisory, 35; administrative-public affairs, 19; film editing, 16; traffic, 3; unit managers, 3; station relations, 2; directors, 14; technicians, 43; radio technicians, 26; tv technicians, 43; financial, 2; transportation, 2.

ABC's San Francisco list: executives, 14; news personnel supervisors, 8; commentators and reporters, 62; announcers, 9; directors and acting directors, 9; publicity, 8; traffic, 5; engineering, 185; stage hands, etc., 28; secretarial, 15; copy clerks, 2; agency and client people, Philco Corp., 7, others, 6; Don McNeil unit, 3.

CBS: executives, 12; correspondents, 51; CBS Newsfilm, 28; Edward R. Murrow unit, 2; Lowell Thomas unit, 2; *Good Morning* show, 12; tv network operations, 4; radio network operations, 3; press, 8; public affairs, 10; theatres and studios, 3; administrative, 12; set designers, 2; technicians, 90; control room, 7; agency and sponsor, 40.

Mutual: executives, 8; commentators and reporters, 25; program-production-traffic, 8; editorial assistants, communications, secretarial, 1; engineering, 2.

NBC: executives, 10; commentators and reporters, 75; *Today*, 30; *Home*, 20; press, 9; camera crews, 14; technical-supervisory, 35; administrative-public affairs, 19; film editing, 16; traffic, 3; unit managers, 3; stations relations, 2; directors, 14; technicians, 43; radio tech-

nicians, 26; tv technicians, 43; financial, 2; transportation, 2.

Telenews-News of the Day will have 10 representatives, United Press Movietone, 27; INS, 2; UP Radio, 10; BBC, 5; CBC, 6; Radio Free Europe, 7; U. S. Information Service, 5.

List of radio and television stations and others accredited to the 1956 Democratic National Convention, with number of representatives attending:

Ampex Corp., Redwood City, Calif., 5; BBC, 6; CBC, 6; CFPL-AM-TV London, Ont., 1; CJON-AM-TV St. John's, Nfld., 2; CKLW Windsor, Ont., 3; CKY Winnipeg, Man., 1; Drew Pearson Programs, Washington, D. C., 3; MacFarlane Assoc., Baltimore, 4; Hamilton-Means Assoc., Washington, D. C., 1; North-West German Radio, Washington, D. C., 1; Radio Free Europe, New York, 7; Storer Broadcasting Co., 1; U. S. Information Agency, 5; Washington Reporters, Washington, 2.

KADA, Ada, Okla., 1; KALL Salt Lake City, Utah, 3; KANS Wichita, Kan., 3; KASA Elk City, Okla., 2; KATV (TV) Little Rock, 3; KBES-TV Medford, Ore., 3; KBRK Brookings, S. D., 1; Clear Channel Broadcasting Service, Washington, 2; KBUN Bemidji, Minn., 4; KBUR Burlington, Iowa, 1; KCAL Los Angeles, 2.

KCAP Helena, Mont., 3; KCMC-TV-AM Camden, Ark., 2; KCMO Kansas City, Mo., 1; KCRG-TV Cedar Rapids, Iowa, 1; KDBS Alexandria, La., 4; KFH Wichita, Kan., 1; KFSA Fort Smith, Ark., 2; KFSD-TV San Diego, Calif., 3; KGGM-TV Albuquerque N. M., 1; KGW Portland, Ore., 2; KHUM Eureka, Calif., 3; KING Seattle, Wash., 1; KIST Santa Barbara, Calif., 3; KMMO Marshall, Mo., 1; KMO Tacoma, Wash., 1; KMOX St. Louis, 1; KNBC San Francisco, 2; KOA Denver, 1; KOIN-TV Portland, Ore., 1; KOMO-TV Seattle, 2; KOMU-TV Columbia, Mo., 2; KONI Phoenix, 2; KOV Phoenix, 2; KPAN Hereford, KFLD Floydada, KTUE Tulia, and KSML Seminole, all Texas, 2; KPOA Honolulu, 2.

KDKA-TV-AM Pittsburgh, 2; KDLM Detroit Lakes, Minn., 2; KEED Springfield, Ore., 2; KEVA Shamrock, Tex., 2; KEVL Baton Rouge, La., 2.

KPRC-AM-TV Houston, Tex., 2; KQTV (TV) Fort Dodge, Iowa, 3; KRCA Hollywood, 2; KRCC-TV Jefferson City, Mo., 3; KROS Clinton, Iowa, 2; KRUX Phoenix, Ariz., 3; KSBW-TV Salinas, Calif., 3; KSD St. Louis, 5; KSEK Pittsburg, Kan., 2; KSHO-AM-TV Las Vegas, Nev., 3; KSJO San Jose, Calif., 3.

KSMN Mason City, Iowa, 2; KSOP Salt Lake City, 3; KSTT Davenport, Iowa, 3; KTBC-AM-TV Austin, Tex., 1; KTHT Houston, 3; KTLA Hollywood, 3; KTRK-AM-TV Houston, 6; KTTS-AM-TV Springfield, Mo., 2;

Continues on page 32

HOW SPONSORS WILL WOO THE MASSIVE AUDIENCE

COMMERCIAL PLANS of the six convention sponsors were nearly complete at the weekend.

Philco signed veteran actors Frank and Grace Albertson, 17-year-old Ray Richards and 15-year-old Doris Van Treek to portray the Albertsons' children in "family type" television commercials on ABC. The foursome will demonstrate Philco's line of home equipment—including tv and radio sets, washers, refrigerators, ranges, dryers, phonographs, freezers, and high-fidelity units—in a format designed to sell a family audience with a family approach. Announcer Carl King also will do some of the Philco tv commercials.

For its radio commercials, Philco hired the comedy team of Bob and Ray (Bob Elliott and Ray Goulding), veterans of Boston and New York local as well as network radio. Bob and Ray, who are the voices of Harry and Bert Piel in the current prize-winning Piel commercials, will feature two new characters in the Philco commercials: The Phriendly Philco Lady and the Phriendly Philco Dealer.

Hutchins Adv. is agency for Philco.

Westinghouse will have Betty Furness handling the CBS-TV commercials for all its consumer products, with demonstrations aplenty. These will number about 62.5% of the minimum 120 commercials Westinghouse expects to use during the two conventions. For the rest, which will be devoted to virtually all industrial product types that Westinghouse makes —including atomic products, automatic controls, electrical hospital equipment, propulsion equipment for the Navy, tail turrets for Navy planes, deck-edge elevators for the carrier *Forrestal*, switchgear equipment, motors and rotors for the Tullahoma wind tunnel, transformers, air conditioning, and others—the firm signed actor Walter Brooke.

On CBS Radio, Westinghouse's institutional advertising will be handled by Olin Tice and Stuart Metz, who did a similar job for Westinghouse in the 1952 conventions, while Miss Furness will handle practically all of the consumer products radio commercials, most of which will be recorded.

McCann-Erickson is in charge of Westinghouse consumer commercials; Ketchum, McLeod & Grove is in charge of industrial commercials.

RCA, one of three sponsors of NBC's radio and tv coverage, will feature Vaughan Monroe and Janet Blair in 10-second film lead-ins and 20-second film lead-outs combined with existing tv commercials for all RCA products including tv and radio sets, high-fidelity instruments, and records. Separate commercials will be provided for radio. Agency is Kenyon & Eckhardt.

General Motors' Oldsmobile Div., according to Vice President and Television Director Kenneth G. Manuel of D. P. Brother Agency, Detroit, plans to get "contrast" into its NBC commercials. "Our thinking," he said, "is that there will naturally be a great deal of commentary, oratory, and discussion. In order that our commercials will not be lost in a sea of talk, we're employing musical and animation commercials to present our sales messages with a strong element of entertainment and humor. We think this plan is our best bet for gaining and holding audience attention."

Billy Hayes, vocalist, and Greta Grey, actress-vocalist, have been employed as the Johnny & Lucille team to appear in Oldsmobile's live commercials. The animated commercials are being done by UPA Pictures in New York. Radio commercials will be recorded.

Sunbeam Corp. plans to use both live and filmed commercials for its share of the NBC coverage. Prominently featured will be demonstrations of the Sunbeam electric appliances, notably its shaver. Special commercials are being prepared for radio, some live and some recorded. Sunbeam's agency is Perrin-Paus Co.

In its first plunge into national radio advertising, the Kohler Co., Kohler, Wis., manufacturer of plumbing equipment, last week signed to sponsor MBS' coverage of the Republican and Democratic nominating conventions and the Presidential election at an estimated cost of $200,000. The business was placed through Roche, Williams & Cleary, Chicago.

A FACE as familiar to television viewers of the 1952 political conventions as those of the leading party figures themselves was that of Betty Furness, who will repeat her commercials for Westinghouse at this year's conventions. She is packing her personal camera gear in her California home before departing for Chicago and the Democratic convention beginning next week.

The company previously had used printed media primarily, except for a limited effort in spot radio, according to a Mutual spokesman. The national radio effort is designed to impress upon consumers the Kohler trademark in the expectation they will ask plumbing contractors to install Kohler fixtures in their homes. Kohler sells to contractors such items as plumbing fixtures and fittings, heating equipment, air-cooled engines and precision controls.

L. L. Smith, vice president of Kohler Co., said he was "excited" about the company's entry into national radio advertising, adding it previously had used color pages in national publications and black-and-white advertising in national, agricultural, special and trade publications. Kohler will present the nationwide broadcasts as a public service in behalf of the plumbing contractors throughout America. Kohler's sponsorship includes special preview programs on the Sunday before each convention from 9-9:30 p.m.

General Mills, with the cooperation of Philco Corp., will launch an election year promotion this fall with a contest "Gold Medal Election Quiz," tied to elections and the Democratic and Republican party symbols. The contest will be promoted by General Mills on both of its television shows, *Wyatt Earp* on ABC-TV and *Valiant Lady* on CBS-TV, while Philco will support the quiz contest with frequent mentions during its Democratic and Republican convention coverage on ABC radio and tv.

The contest will begin Sept. 9 and run until election day, Nov. 6. Gold Medal flour will ask its customers via entry blanks and rules printed on the backs of its flour packages to answer four questions about presidential elections. A fifth question asks entrants to suggest nicknames for the Democratic donkey and the Republican elephant. The grand prize is $25,000 cash. There also are 441 awards of Philco products.

The quiz will be run off in weekly "heats" with the winners receiving a Philco Supermarketer, electric range, automatic washer, and drier. Second place winners, two each week, will receive Philco color tv sets and 60 third place winners will be awarded Philco transistor radios. The grand prize winner will be selected from seven weekly winners.

Agency for General Mills is Dancer-Fitzgerald-Sample, New York.

NOT ACCORDING TO WEBSTER

GRIFFING BANCROFT, CBS News Washington correspondent, gave listeners his definition of well known convention terms on a recent broadcast. Mr. Bancroft will help cover the presidential nominating conventions this month.

His interpretations:

Dark Horse—Almost any delegate in the hall; a dark horse is always kept carefully hidden by his supporters, who, meanwhile, do their best to kill off all the other horses.

Delegates—Political units of which there are always more than meets the eye. And when the delegate claims of all the candidates are totaled, the sum of the parts is considerably more than the whole.

Unpledged Delegate—The man of the hour, a member of the privileged class who can have almost anything he wants.

Keynote Speaker—A man who must talk at length before the convention has picked its nominee, and who, therefore, is not allowed to say anything; keynote speakers are judged by their ability to inspire with generalities.

Vice Presidential Candidate—A curious phenomenon which doesn't exist until after the Presidential candidate is selected, and then suddenly appears to fill the hall.

The Platform—A do-it-yourself kit which makes a curious structure on which to stand, or to run; fashioned to look beautiful from all directions. Platforms are easily disassembled and stored away after November.

Planks—Removable parts of platforms, designed to be taken out and substituted before various audiences in various parts of the country.

A Deal—Something only the other fellow makes.

Smoke-Filled Room—The place where the other fellow makes the deal.

Caucus—A meeting called to consider whether the chairman of your delegation should accept a Cabinet post from one candidate or an Ambassadorship from another.

Spontaneous Demonstration—A carefully planned and organized period of noisy confusion.

KTVH Hutchinson, Kan., 2; KTVR Denver, 2; KTVT (TV)-KYDL Salt Lake City, 4; KTVW (TV) Seattle, 2; KVOS-AM-FM-TV Bellingham, Wash., 2; KVOX Moorhead, Minn., 2; KWAT Watertown, S. D., 1; KWIZ Santa Ana, Calif., 1; KWLM Willmar, Minn., 1; KWRN Reno, Nev., 1.

KWRO Coquille, Ore., 3; KWWL-TV Waterloo, Iowa, 4; KXLF-AM-TV Butte, Mont., 1; KXXL Monterey, Calif., 1; KYAK Yakima, Wash., 2; KYW-AM-TV Cleveland, 1; WABT (TV)-WAPI Birmingham, 4; WAGA-TV Atlanta, 1; WAIM, WCAC-FM Anderson, S. C., 1; WAIT Chicago, 6; WAKR-AM-TV Akron, Ohio, 2; WAMF Amherst, Mass., 3; WAMM Flint, Mich., 2; WARL Arlington, Va., 1; WASK, WFAM-TV Lafayette, Ind., 2; WBAY Green Bay, Wis., 2; WBAY-TV Green Bay, Wis., 1.

WBBM Chicago, 20; WBBQ-AM-FM Augusta, Ga., 1; WBEC Pittsfield, Mass., 1; WBEX Chillicothe, Ohio, 1; WBNS-AM-TV Columbus, Ohio, 1; WBRC Birmingham, Ala., 1; WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C., and WFMY-TV Greensboro, N. C., 2.

WBZ-AM-TV Boston, 1; WCAR Pontiac, Mich., 2; WCAU-AM-TV Philadelphia, 8; WCAX-TV Burlington, Vt., 1; WCBM Baltimore, 1; WCCO Minneapolis, 2; WCCO-TV Minneapolis, 6; WCFL Chicago, 6; WCMB-AM-TV Harrisburg, Pa., 1; WCMW-AM-TV Canton, Ohio, 3; WCOL Columbus, Ohio, 1; WCOS Columbia, S. C., 1; WCRB Waltham, Mass., 1; WCSS Amsterdam, N. Y., 1; WDAF Kansas City, Mo., 1; WDAN-AM-TV Danville, Ill., 1; WDAS Philadelphia, 6.

WDEF-AM-TV Chattanooga, Tenn., 2; WDOR Sturgeon Bay, Wis., 1; WDSU-AM-FM-TV New Orleans, 2; WDUZ Green Bay, Wis., 2; WDXI-TV Jackson, Tenn., 4; WEAR-TV Pensacola, Fla., 5; WEAW Evanston, Ill., 5; WEEB Southern Pines, N. C., 7; WEEI Boston, 1; WEHT-TV Evansville, Ind., 2; WEIC Charleston, Ill., 3; WEJL Scranton, Pa., 1; WELI New Haven, Conn., 1; WEMP Milwaukee, 2; WEOL Elyria, Ohio, 1; WESB Bradford, Pa., 2; WETB Johnson City, Tenn., 2; WETO Gadsden, Ala., 2.

WFAI Fayetteville, N. C., 3; WFBL Syracuse, N. Y., 2; WFBM-TV Indianapolis, Ind., 1; WFBE Chicago, 4; WFCB Dunkirk, N. Y., 1; WFJL Chicago, 6; WFKY Frankfort Ky., 2; WFMT Chicago, 2; WFRO Fremont, Ohio, 1; WGAY Silver Spring, Md., 1; WGBI-AM-TV Scranton, Pa., 3; WGGA Gainesville, Ga., 2; WGLV-TV Easton, Pa., 2; WGN-TV Chicago, 11; WGNS Murfreesboro, Tenn., 5.

WGST Atlanta, Ga., 3; WHA Madison, Wis., 1; WHAS-AM-TV Louisville, 4; WHAT Philadelphia, Pa., 3; WHB Kansas City, Mo., 2; WHBF-AM-TV Rock Island, Ill., 5; WHFB Benton Harbor, Mich., 1; WHHH Warren, Ohio, 1; WHLI Hempstead, N. Y., 4; WHO-AM-TV Des Moines, Iowa, 3; WIBA Madison, Wis., 2; WIBV Belleville, Ill., 1; WICY Malone N. Y., 3; WIKC Bogalusa, La., 1; WIKY Evansville, Ind., 1; WILK Wilkes-Barre, Pa., 1; WILM Wilmington, Del., 2.

WILS Lansing, Mich., 1; WING Dayton, Ohio, 5; WINS New York, 2; WINX (United Broadcasting Net) Alexandria, Va., 4; WIP Philadelphia, 2; WISC Madison, Wis., 1; WISR Butler, Pa., 2; WJAS Pittsburgh, Pa., 2; WJBK-TV Detroit, 3; WJDA Quincy, WESX Salem, both Mass., 4; WJDX Jackson, Miss., 2; WJBF-TV Augusta, Ga., 1; WJOB Hammond, Ind., 5; WPB-TV Fairmont, W. Va., 1; WKAM Goshen, Ind., 2; WKAT Miami Beach, Fla., 2; WKLJ Sparta, Wis., 2; WKNX-AM-TV Saginaw, Mich., 1.

WKRC-AM-TV Cincinnati, 2; WKRG-AM-TV Mobile, Ala., 1; WKTL Kendallville, Ind., 1; WKY-AM-TV Oklahoma City, 2; WKYB Paducah, Ky., 2; WKZO-AM-TV Kalamazoo, Mich., 3; WLBK DeKalb, Ill., 3; WLBT-TV Jackson, Miss., 2; WLEY Elmwood Park, Ill., 4; WLPO La Salle, Ill., 1; WLS Chicago, 18; WLW Cincinnati, 5; WMAQ, WNBQ (TV) Chicago, 11; WMAR-TV Baltimore, 3.

WMBI Chicago, 6; WMCW Harvard, Ill., 5; WMEX Boston, 1; WMIS Natchez, Miss., 2; WMLS Sylacauga, Ala., 2; WMOH Hamilton, Ohio, 4; WMRO Aurora, Ill., 2; WMT-TV Cedar Rapids, Iowa, 1; WMTE Manistee, Mich., 2; WNDU-AM-TV South Bend, Ind., 9; WNEB Worcester, Mass., 1; WNHC New Haven, Conn., 1; WNAD Norman, Okla., 2; WNMP Evanston, Ill., 2; WNYC New York, 3; WNYT-TV Buffalo, N. Y., 2.

WOI-TV Ames, Iowa, 2; WOOD Grand Rapids, Mich., 1; WOR-AM-TV New York, 11; WOW-AM-TV Omaha, Neb., 1; WPFB Middletown, Ohio, 2; WPID Piedmont, Ala., 1; WPIX (TV) New York, 3; WPLY Plymouth, Wis., 3; WPRB Princeton, N. J., 4; WRAD Radford, Va., 2; WREX-TV Rockford, Ill., 4; WRIT Milwaukee, Wis., 4; WRJN-AM-FM Racine, Wis., 2; WROW Albany, N. Y., 1; WRVA Richmond, Va., 2; WSAZ-AM-TV Huntington, W. Va., 2; WSBA-TV York, Pa., 2.

WSDR Sterling, Ill., 1; WSFA-TV Montgomery, Ala., 2; WSM Nashville, Tenn., 1; WSPA-AM-TV Spartanburg, S. C., 2; WSTV-AM-TV Steubenville, Ohio, 1; WTAC Flint, Mich., 2; WTAQ LaGrange, Ill., 4; WTAX Springfield, Ill., 2; WTHI-TV Terre Haute, Ind., 4; WTIC Hartford, Conn., 2; WTJS-AM-FM Jackson, Tenn., 1; WTMJ Milwaukee, 2; WTOP Washington, D. C., 1; WTOV-TV Portsmouth, Va., 6; WTVJ (TV) Miami, Fla., 1; WTVW (TV) Evansville, Ind., 2; WVLK Lexington, Ky., 4; WXIX (TV) Milwaukee, 3; WKTY LaCrosse, Wis., 2; WRLD Alexander City, Ala., 1.

List of radio and television stations and others accredited to the 1956 Republican National Convention, with number of representatives attending:

Ampex Corp., Redwood City, Calif., 5; BBC, 5; CBC, 6; CJON St. John's, NF., 2; CKLW Windsor, Ont., 2; Clear Channel Bcstg., Washington, D. C., 2; Drew Pearson, Washington, D. C., 3; Hamilton-Means Assoc., Washington, D. C., 1; WITH Baltimore, Md., 4; Radio Free Europe, 7; Storer Bcstg. Co., 1; U. S. Information Service, 5; Washington Reporters Inc., Washington, D. C., 2; North-West German Radio, Washington, D. C., 1.

KAFP Petaluma, Calif., 2; KALL Salt Lake City, 4; KANS Wichita, Kan., 3; KASA Elk City, Okla., 2; KATV (TV) Little Rock, Ark., 3; KBES-TV Medford, Ore., 3; KBET Sacramento, Calif., 5; KBMY Billings, Mont., 1; KBUR Burlington, Iowa, 1; KBYR Anchorage,

GIRLS MAY WEAR PEARLS

REPUBLICAN women attending the GOP National Convention in San Francisco will be ready to put their best foot forward before the television cameras—if they take the advice of Bertha S. Adkins, assistant to National Chairman Leonard Hall.

Answering several queries from the ladies, Miss Adkins last week advised "simplicity" in dress and said tv experts suggest that women:

"Avoid large prints and bold stripes; black without too much sheen may be worn. Medium tones in all colors televise accurately.

"Women's hats should permit the wearer's face to be completely visible. Avoid large brims and veils, which cast shadows on the face.

"Do not wear white close to the face or hands; such as in hats, collars, gloves and bags as it detracts from the skin tone.

"Due to strong highlights, plastic or patent leather handbags are to be avoided. The same applies to shiny gold or very bright tones in costume jewelry. Pearls are always good.

"As for make-up pointers, women appearing on black-and-white television can wear regular street make-up, natural looking and without sheen. Use medium shade of true red lipstick; go easy on eye shadow.

"Men may wear regular business suits, in suggested shades of grays, browns, blues. Avoid large prints on neckties. Do not wear white shirts and handkerchiefs; instead, tan or beige, light gray or pale blue."

WMAR-TV consistently leads in Baltimore's 3-station market

WMAR-TV per cent share of sets in use*

	January	February	March	April	May	June	6 month average
Sign-on to 6 P.M. Monday-Friday	45.7	43.2	47.4	48.2	51.6	51.0	47.9
Sign-on to 6 P.M. Sunday	54.0	36.9	36.0	37.4	50.2	68.0	47.1
Sign-on to 6 P.M. Saturday	38.6	36.8	38.0	33.9	46.4	36.2	38.3
6 P.M. to Midnight Sunday-Saturday	42.3	42.1	43.2	40.9	42.0	46.7	42.9

10 top-rated programs for June in Baltimore

		ARB Rating
1. I Love Lucy	WMAR	47.0
2. Ed Sullivan	WMAR	43.6
3. $64,000 Challenge	WMAR	43.5
4. $64,000 Question	WMAR	41.4
5. December Bride	WMAR	39.8
I've Got A Secret	WMAR	39.8
7. Alfred Hitchcock	WMAR	38.8
8. Line-Up	WMAR	37.3
9. Person To Person	WMAR	36.2
10. What's My Line	WMAR	35.7

WMAR-TV's coverage area encompasses more than 2,500,000 homes. Advertisers who demand a really big response from their commercials consistently choose WMAR-TV, because Channel 2 delivers the largest audience in this rich market.

*based on ARB reports

In Maryland, most people watch **WMAR·TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

EARLY START

VETERAN network broadcasters may do a double-take later this month as their paths cross with those of two of the youngest accredited correspondents ever to cover a political event. They are Tommy Kirk, 15, and Judy Harriet, 14, who, as official emmisaries of Walt Disney, will give ABC-TV *Mickey Mouse Club* viewers the "young people's slant" on the Chicago and San Francisco conventions.

For the next three Fridays, teenagers Kirk and Harriet will report back to *Club* viewers on what conventions are all about (Aug. 10), what the Democrats did (Aug. 17) and what the Republicans did (Aug. 24). Perhaps the biggest shock will come to those foreign newsmen identified by little placards reading "Great Britain: BBC," "Germany: Bayerische Rundfunk" or "France: Radiodiffusion Francaise." Standing next to them will be two youngsters identified simply as "Disneyland: Mickey Mouse Club Newsreel Unit."

Alaska, 2; KCAL Los Angeles, Calif., 3; KCAP Helena, Mont, 2; KCBS San Francisco, 11; KCCC-TV Sacramento, Calif., 5; KCMC Camden, Ark., 2.

KCRA-TV Sacramento, Calif., 12; KCRE Crescent City, Calif., 3; KCRG-TV Cedar Rapids, Iowa, 2; KDBS Alexandria, La., 3; KDJI Holbrook, Ariz., 5; KDKA Pittsburgh, 2; KDLM Detroit Lakes, Minn., 3; KEAR San Francisco, 5; KEED Springfield, Ore., 2; KEEN San Jose, Calif., 4; KENL Arcadia, Calif., 3; KFH Wichita, Kan., 1; KFSA Fort Smith, Ark., 2; KGER Long Beach, Calif., 2; KGGM-TV Albuquerque, N. M., 1; KGMS Sacramento, Calif., 1.

KGNO Dodge City, Kan., 1; KGST Fresno, Calif., 4; KGW Portland, Ore., 2; KHUB Watsonville, Calif., 1; KHUM Eureka, Calif., 3; KIEM-AM-TV Eureka, Calif., 2; KIMA-TV Yakima, Wash., 1; KIST Santa Barbara, Calif., 2; KITO San Bernardino, Calif., 1; KJBS San Francisco, 3; KJOY Stockton, Calif., 6; KLOK San Jose, Calif., 5; KMBY Monterey, Calif., 2; KMJ-TV Fresno, Calif., 3; KMO Tacoma, Wash., 1; KMOD Modesto, Calif., 1; KMOX St. Louis, 1; KMYC Marysville, Calif., 3; KNBC San Francisco, 19.

KNTV (TV) San Jose, Calif., 2; KOA Denver, Colo., 2; KOAC Corvallis, Ore., 1; KOIN-TV Portland, Ore., 2; KOMO-TV Seattle, Wash., 2; KOMU-TV Columbia, Mo., 2; KONI Phoenix, Ariz., 2; KOVR (TV) Stockton, Calif., 12; KOY Phoenix, 2; KPAN Plainview, Tex., 2; KPFA Berkeley, Calif., 10; KPIX (TV) San Francisco, Calif., 14; KPOA Honolulu, 2; KPPC Pasadena, Calif., 2; KQTV (TV) Fort Dodge, Iowa, 2; KPRC-AM-TV Houston, Tex., 2; KRCA Hollywood, Calif., 6; KRCG-TV Jefferson City, Mo., 3; KREW Sunnyside, Wash., 1; KRON-TV San Francisco, 3; KROY Sacramento, Calif., 4.

KRUX Phoenix, Ariz., 3; KSBW-TV Salinas, Calif., 6; KSD St. Louis, 5; KSEK Pittsburg, Kan., 2; KSHO-TV, KBMI Las Vegas, Nev., 3; KSJO San Jose, Calif., 4; KSLM Salem, Ore., 3; KSOP Salt Lake City, 3; KSRO Santa Rosa, Calif., 2; KSTN Stockton, Calif., 1; KSUE Susanville, Calif., 3; KTHT Houston, 3; KTIM San Rafael, Calif., 6; KTLA (TV) Hollywood, 3; KTMS Santa Barbara, Calif., 2.

KTRK-TV, KTRH Houston, 6; KTTS-AM-TV Springfield, Mo., 2; KTUR, Turlock, Calif., 3; KTVH (TV) Hutchinson, Kan., 2; KTVR (TV) Denver, Colo., 2; KTVT (TV)-KDYL Salt Lake City, 4; KVNI Coeur D'Alene, Idaho, 1; KVON Napa, Calif., 4; KVOS-AM-TV Bellingham, Wash., 1; KVOX Moorhead, Minn., 3; KWIP Merced, Calif., 3; KWIZ Santa Ana, Calif., 1; KWNW Wenatchee, Wash., 2; KWRN Reno, Nev., 1; KWRO Coquille, Ore., 3; KWWL-AM-TV Waterloo, Iowa, 4; KXOC Chico, Calif., 3.

KXRX San Jose, Calif., 1; KXXL Monterey, Calif., 1; KYAK Yakima, Wash., 2; KYW-AM-TV Cleveland, Ohio, 1; KZTV (TV) Reno, Nev., 3; WAKR-AM-TV Akron, Ohio, 2; Walt Disney Productions, Burbank, Calif., 9; WAME Amherst, Mass., 3; WASK, WFAM-TV Lafayette, Ind., 2; WBEX Chillicothe, Ohio, 1; WBNS-AM-TV Columbus, Ohio, 1; WBUD Trenton, N. J., 3; WCAR Pontiac, Mich., 2; WCAU-AM-TV Philadelphia, Pa., 8; WCAX-TV Burlington, Vt., 1; WCBM Baltimore, Md., 1; WCCC Hartford, Conn., 1.

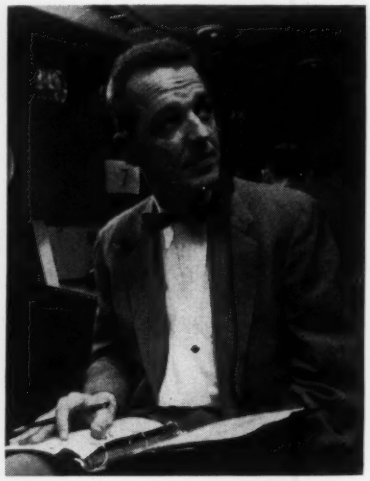
WCCO Minneapolis, 2; WCCO-TV Minneapolis, 8; WCMB-TV Harrisburg, Pa., 2; WCMB Harrisburg, Pa., 1; WCMW-AM-TV Canton, Ohio, 3; WCOL Columbus, Ohio, 1; WCRB Waltham, Mass., 1; WDAF-TV Kansas City, Mo., 1; WDAS Philadelphia, Pa., 6; WDBS Hanover, N. H., 3; WDEF-AM-TV Chattanooga, Tenn., 1; WDSU New Orleans, La., 2; WDUZ Green Bay, Wis., 2; WDXI Jackson, Tenn., 4; WEAR-TV Pensacola, Fla., 5; WEAW Evanston, Ill., 3.

WEEB Southern Pines, N. C., 7; WEEI Boston, Mass., 1; WEJL Scranton, Pa., 1; WEMP Milwaukee, 2; WEOL Elyria, Ohio, 1; WESB Bradford, Pa., 3; WETB Johnson City, Tenn., 2; WFBL Syracuse, N. Y., 2; WFBM-TV Indianapolis, Ind., 1; WFCB Dunkirk, N. Y., 1; WFMT Chicago, 2; WGLV (TV) Easton, Pa., 2; WGN-TV Chicago, 3; WGNS Murfreesboro, Tenn., 5; WHAT Philadelphia, 3; WHBF-AM-TV Rock Island, Ill., 5; WHIS-TV Bluefield, W. Va., 1.

WHLI Hempstead, N. Y., 4; WHO-AM-TV Des Moines, Iowa, 2; WIBA Madison, Wis., 2; WIBV, Belleville, Ill., 1; WICY Malone, N. Y., 3; WILK-AM-TV Wilkes-Barre, Pa., 1; WILM Wilmington, Del., 1; WINC Winchester, Va., 2; WING Dayton, Ohio, 5; WOOK Washington, D. C., 4; WIP Philadelphia, 4; WISC Madison, Wis., 1; WISR Butler, Pa., 2; WITH Baltimore, Md., 1; WJAS Pittsburgh, Pa., 2; WJBK Detroit, 3; WJDA Quincy and WESX Salem, Mass., 4; WKAT Miami Beach, Fla., 2.

WKLJ Sparta, Wis., 2; WKNX-AM-TV Saginaw, Mich., 1; WKRG-AM-FM-TV Mobile, Ala., 1; WKTL Kendallville, Ind., 1; WKZO-AM-TV Kalamazoo, Mich., 3; WLBK DeKalb, Ill., 3; WLEE Richmond, Va., 1; WLEY Elmwood Park, Ill., 4; WLW Cincinnati, 3; WMAR-TV Baltimore, 3; WMBI Chicago, 3; WMCW Harvard, Ill., 5; WMEX Boston, Mass., 1; WMRO Aurora, Ill., 3; WMTE Manistee, Mich., 2; WNEB Worcester, Mass., 1; WNHC New Haven, Conn., 1; WNMP Evanston, Ill., 2.

WNYC New York, 3; WOI-TV Ames, Iowa, 2; WOOD Grand Rapids, Mich., 1; WOR-AM-TV New York, 5; WOW-AM-TV Omaha, 1; WPDM Potsdam, N. Y., 1; WPFB Middletown, Ohio, 2; WPIX (TV) New York, 3; WRAD Radford, Va., 2; WRON Ronceverte, W. Va., 2; WSAZ-AM-TV Huntington, W. Va., 2; WSDR Sterling, Ill., 1; WSPA Spartanburg, S. C., 2; WSTA St. Thomas, V. I., 2; WSTV Steubenville, Ohio, 1; WTAC Flint, Mich., 2; WTAQ LaGrange, Ill., 2; WTAX Springfield, Ill., 2; WTIC Hartford, Conn., 2; WTMJ Milwaukee, Wis., 2; WTOP Washington, D. C., 1; WTOV-TV Portsmouth, Va., 6; WTVB Coldwater, Mich., 1; WTVJ (TV) Miami, Fla., 1; WTVW (TV) Evansville, Ind., 2; WXEX-TV Petersburg, Va., 2.



THE JOB of directing the pool television coverage of the Democratic convention for all three major networks is in the hands of Bob Doyle, producer-director of news and special events for NBC's Washington office. Mr. Doyle was selected for the inter-network job on the basis of his performance in 1952, when he directed pool network coverage for the Democratic and Republican conventions.

'New York Times' to Publish By Facsimile for Convention

IN WHAT was described as a pioneering effort, the *New York Times* will use facsimile to "publish" its international edition in San Francisco during the Republican nominating convention there, starting Aug. 20.

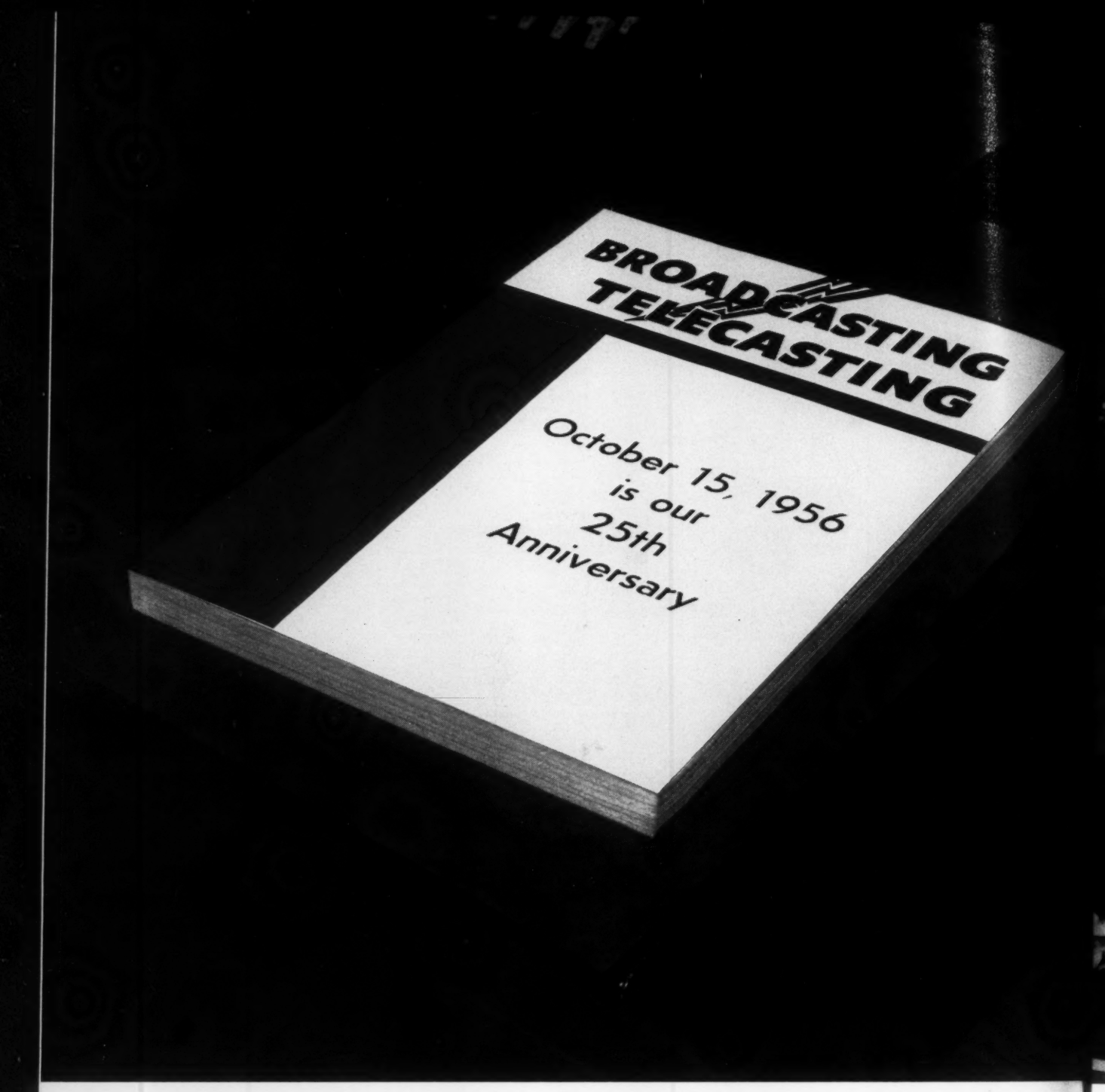
The plan, disclosed last week, calls for *Times* newsmen to transmit their stories by conventional methods to New York, where they will be edited and pages made up. The pages will then be transmitted, two at a time, by facsimile to San Francisco. The facsimile film will be developed and sped by motorcycle to engraving plants preliminary to the press run. It is expected that facsimile transmission of an entire issue may be completed in 30 minutes—at the rate of 175 square inches per minute—and that the entire process from start of transmission to printing of the papers may be done in three to four hours. Some 15,000 copies will be printed daily and delivered to delegates' hotel rooms—no copies will be offered for sale.

The *Times*, which owns WQXR New York, has been working with AT&T on the project for approximately a year and the two have been conducting tests since January. The facsimile transmission uses part of an AT&T intercity video channel.

Lanvin Buys Convention Shows

LANVIN PARFUMS, Paris and New York, will sponsor two special telecasts of *Citizens Union Searchlight* on NBC-TV's owned stations on the eve of the two political conventions. The program, normally seen only on WRCA-TV New York, will originate from Chicago and San Francisco, Aug. 12 and 19, 2:30-3 p.m. EDT, and will turn the "searchlight" on a top name in pre-convention news. Jerry Lanvin, an executive of Lanvin, said that the perfumery is sponsoring what "is basically as far from a woman's interest program as anything," because it feels that over 75% of its clientele is male. Stations carrying the two special programs are WRCA-TV New York, WRCV-TV Philadelphia, WBUF (TV) Buffalo, N. Y., KRCA (TV) Los Angeles, WNBQ (TV) Chicago, and WRC-TV Washington.

85,000,000 words and 25 years later

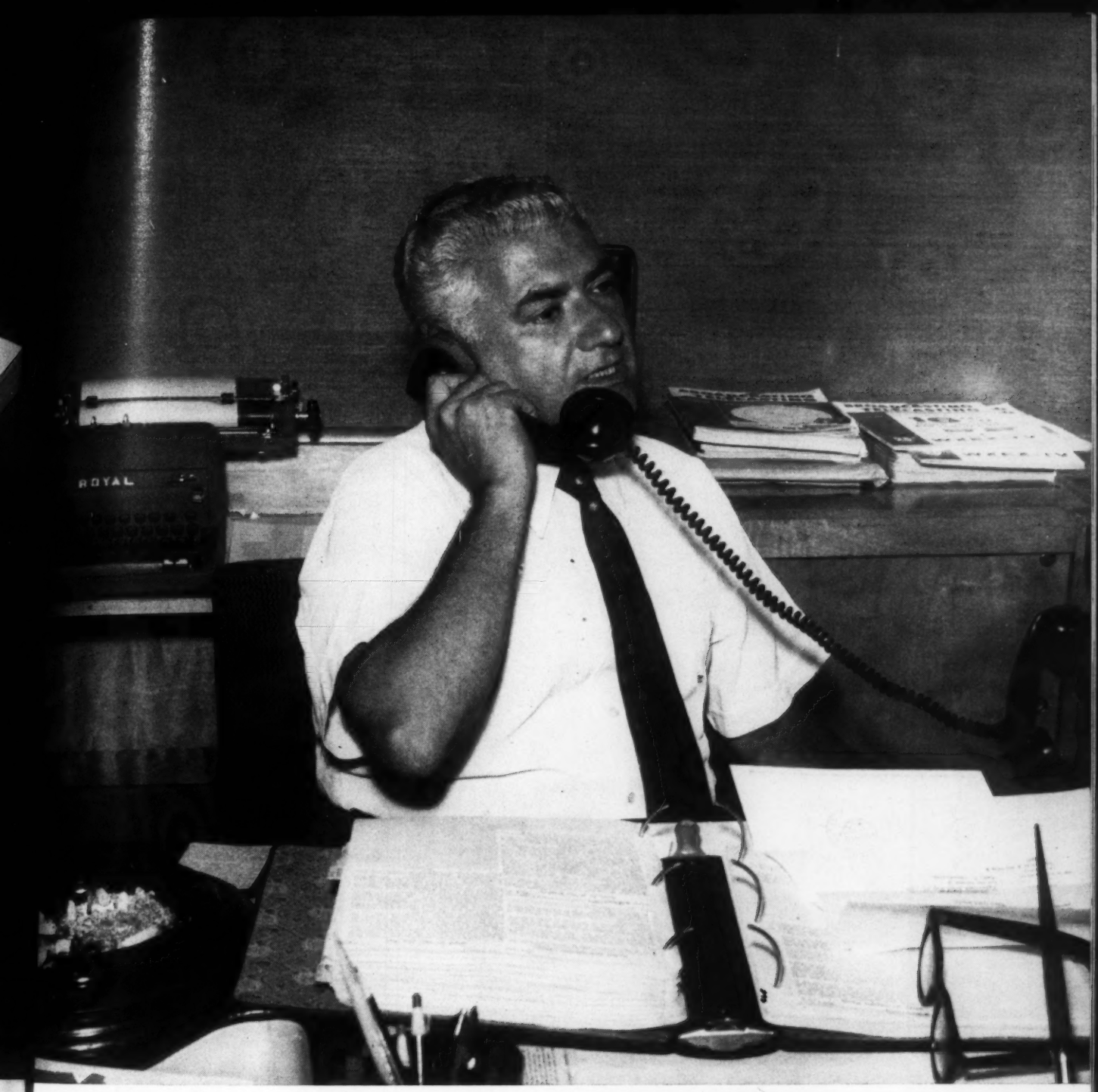


The magazine founded in 1931 as *Broadcasting* has grown from semi-monthly to a weekly (in 1941); embraced a great new art (it became *Broadcasting • Telecasting* in 1945); and, in the course of presenting the news of radio and television, published more than 85 million words of editorial copy and 52,000 pages of advertising.

Throughout these years of growth its executive direction and its basic objective—to report and interpret the news of its field—have remained unchanged.

As B•T's anniversary (October 15) approaches, it is appropriate to examine the accomplishments of "the businessweekly of radio and tv." A recent study* helps us make this evaluation in terms of its readers.

** Erdos and Morgan Research Service, "A Study Among Executives In Radio, TV and Advertising," March, 1956. Complete summary upon request to B•T.*

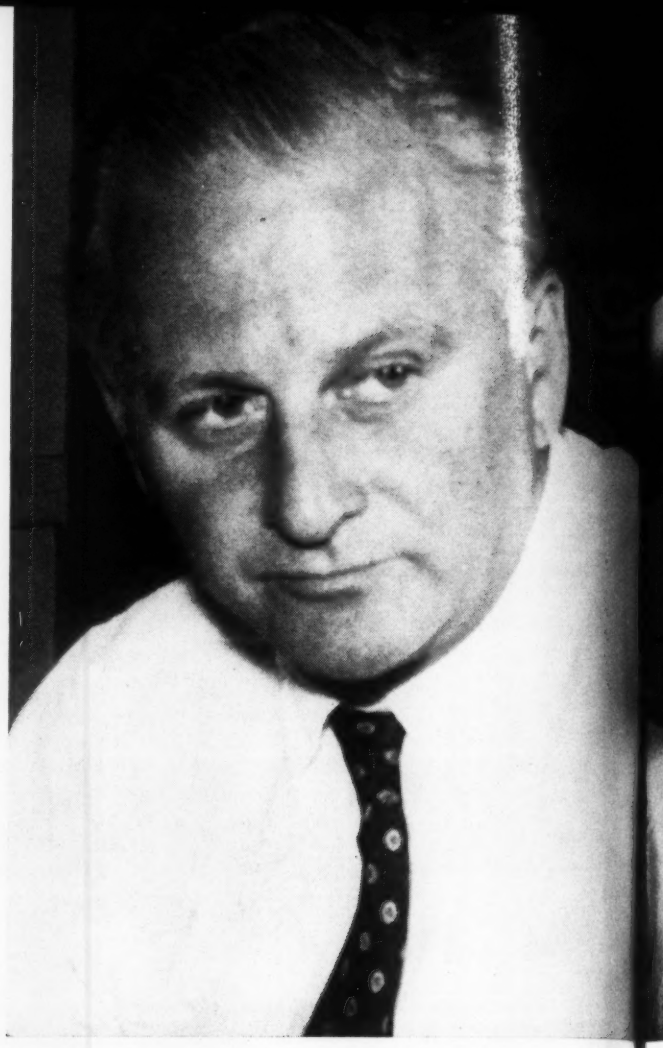


90.4% read his magazine regularly

Sol Taishoff, co-founder, editor and publisher of *Broadcasting • Telecasting*, didn't bat an eye when, among 1,936 executives in radio, tv and advertising, a mail survey by an important research organization turned up 9.6% who do *not* read B•T regularly; 90.4% *do*.

More pages of radio-tv advertising in 1955 than all other vertical publications in the field combined.

MAURY LONG, vice president and general manager, veteran of 22 years with the magazine, wants to know what you have to do to win: In the newsweekly field in 1955, B•T's 3,832 pages were only second (to *Business Week's* 5,663 pages) but ahead of *Time's* 3,302 and *U. S. News & World Report's* 3,020.



57.1% choose B•T for advertising impact

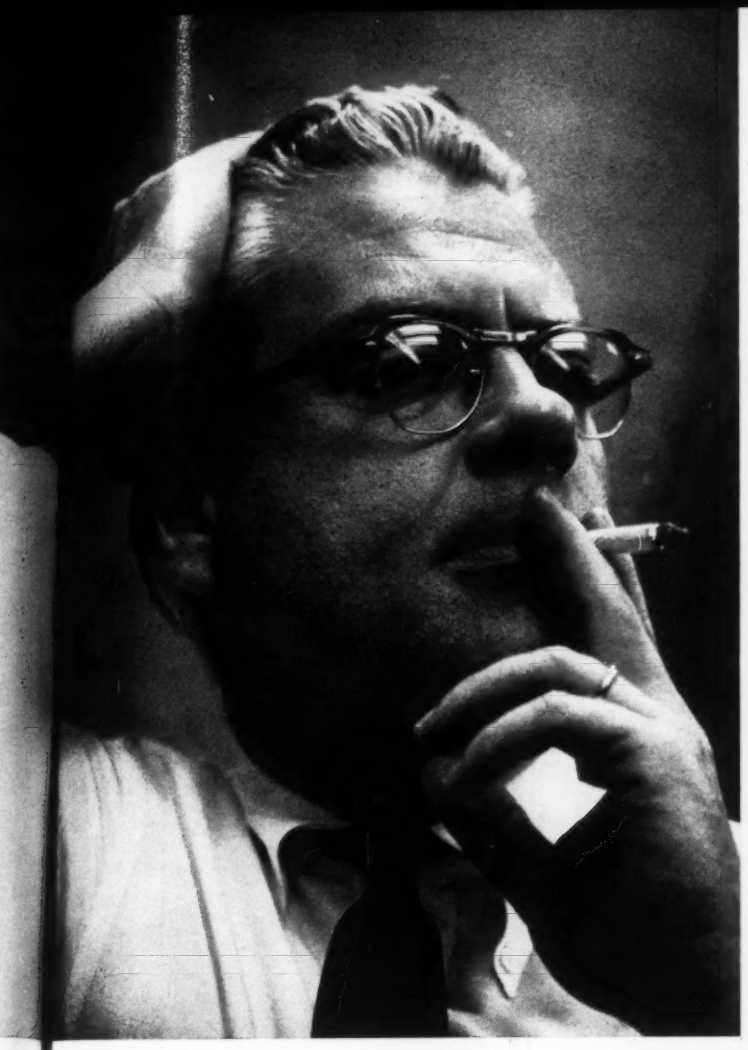
WIN LEVI, sales manager, says, "We was robbed. Our impact is 150%!" Well, facts are facts and this survey covered 1,936 executives in radio, tv and advertising. 57.1% answered "B•T" to the question about the publication with the most advertising impact. Runner-up scored 18.7%. Win's name has been on the masthead since '47.

100% for B•T

BETTY TAISHOFF, treasurer of Broadcasting Publications, Inc., is Mrs. Sol Taishoff in private life. That makes her the editor's editor—B•T was her idea in the first place twenty-five years ago.

77,440 readers every week

JOHN P. COSGROVE, circulation and readers' service manager, has it figured out (ARB surveyed it): Each copy of B•T averages 4.2 readers. This makes for some dog-eared copies when it gets down to that last 2/10ths of a reader, but news is news. B•T's 18,500 paid circulation is 85% greater than the runner-up. John joined B•T in 1948.



62.5% select B•T as the publication meriting most confidence for its editorial content.

Ed James, 11 years with B•T, managing editor, puts out a book of 85,000 words every week, finds it reassuring that 62.5% of executives surveyed have the most confidence in B•T for editorial content out of 7 publications in the field. Runner-up score: 19.5%.

51.5% prefer B•T for news in depth

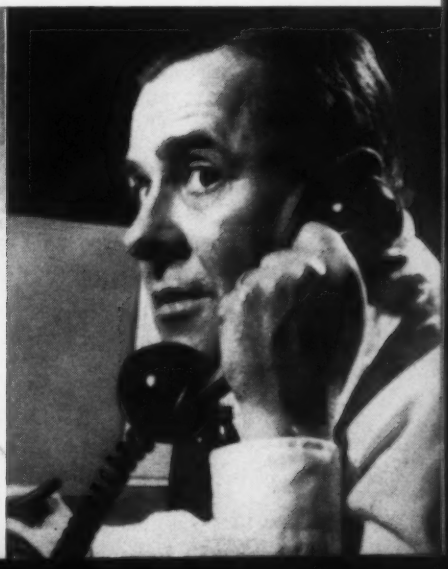
Bruce Robertson, senior editor, brings his vast knowledge of radio, television, and related activities to bear on "think pieces" which interpret the news, help earn executive preference for news-in-depth reporting. It's B•T 51.5% to 11.7% for the runner-up. Bruce has been with B•T since 1932.

82.1% choose B•T as one of two

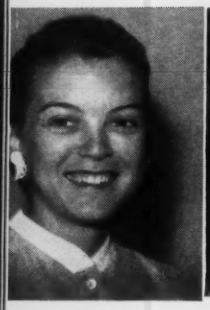
Rufus Crater, with B•T 12 years and now senior editor, helps present "complete, comprehensive coverage," "best, fullest news," "reliable, well-written stories." Quotes are from 1,590 replies from radio, tv and advertising executives naming B•T as one of the two publications they'd choose if they could get only two.

64.9% prefer B•T for reporting current trade events

J. Frank Beatty, senior editor, has been a B•T staff member for 24 years. His on-the-spot reports from NARTB conventions and the like tell the men who were there what happened. Radio, tv and advertising executives give B•T the nod in this area 64.9% to 12.2% for the runner-up.



It takes the biggest staff in the field to produce B•T every week. The talents and experience of these dedicated men and women have contributed enormously to the reader acceptance highlighted on the preceding pages. Herewith, in alphabetical order—
the folks who make B•T possible.



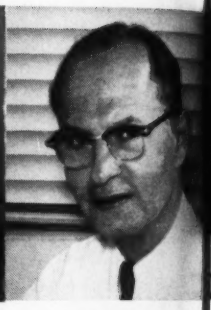
Gayle Findlay

Doris Fischoff

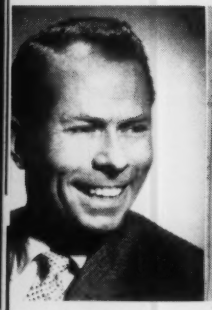
Fred Fitzgerald

Frank Gentile

Selma Gersten



David Glickman



Bill Merritt

Warren Middleton

Irving Miller

Frank Model

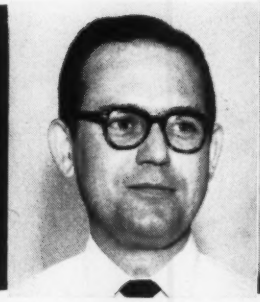
James Montagnes

Gwen Moore

John Sheldon

Munsey Slack

Florence Small



Harry Stevens

Larry Taishoff

Ann Tasseff

Earl Abrams

Ray Ahearn

David Berlyn

Virginia Bialas

Hilma Blair

Lawrence Christoph

Ken Cowan

George Dant

Cecilia Delfox

Jacqueline Eagle

Rocco Famighetti

Bessie Farmer

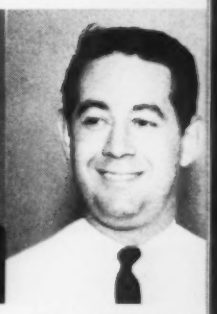
Gladys Hall

Charles Harpold

Harold Hopkins

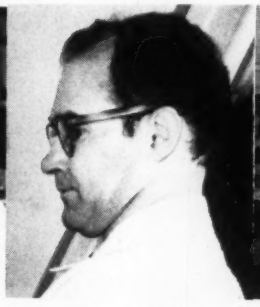
Barbara Kolar

Eleanor Manning



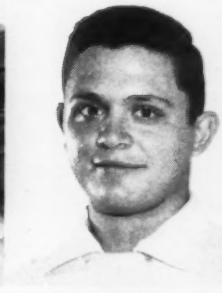
Wilson McCarth

Dawson Nail



John Osbon

Sylvia Quinn



Joseph Rizzio

Eleanor Schadi

Ed Sellers

Lamar Underwood

Rita Wade

Donald West

Eunice Weston

Milton Wolf

Jessie Young

The 25th Anniversary Issue of B•T (October 15) will tell the history of radio and television. Our editors, writers and the correspondents who cover the world of radio and television *first-hand* have been at work for months digging, up-dating, writing and rewriting this noteworthy summary of 25 years. For its look at the past and interpretation of the future, readers will find the special issue something *to read and hang on to* for reference.

It will be a mighty fine spot for advertisers. To reserve space (regular rates apply) write B•T, 1735 DeSales Street, Washington 6, D. C.

SPOT RADIO CONTINUES UPWARD SWING

SRA reports that $65,647,000 in sales for first six months of 1956 is 20% above comparable period last year, leading to speculation this will be a record year.

THE RISING TIDE of national spot radio continued in June, pushing the 1956 first-half volume almost 20% above the total for the same period of 1955 and prompting authorities to speculate on the possibility that this may become a record year.

This heartening appraisal is contained in Station Representative Assn.'s second monthly report on spot radio spending, being released today (Monday). It shows a continuation of gains reflected in the first of the SRA reports [B•T, July 9], which are based on statistics supplied by SRA members and compiled by the Price-Waterhouse Co. accounting firm.

Lawrence Webb, SRA managing director, said that if the current upswing continues there is "a fair chance" that 1956 may establish a new high mark in time sales.

Spot radio time sales for the first six months of this year amounted to $65,647,000, a gain of 19.9% over the $54,824,000 recorded in the first half of 1955, the report shows.

June totals were placed at $11,389,000, slightly below the preceding month's $11,632,000 volume but 30% ahead of the $8,753,000 achieved in June 1955. SRA noted, however, that comparison of the two June figures may be misleading, since the June 1955 figures were lower than normal for that month while the June 1956 total is above normal.

SRA's Spot Radio Index for June was placed at 125.4. The index is based on the last year for which FCC official figures are available—1954, a year which also, SRA pointed out, marked a turning point in advertisers' use of spot radio. The June index of 125.4, then, means the June 1956 volume was 25.4% above the volume for June 1954.

The announcement said SRA considers the flourishing state of national spot radio, as pointed up in the report, to be especially significant because it coincides with the usually big planning and placing months of August and September in the nation's advertising agencies.

Representatives, SRA said, are looking forward to the largest automotive campaigns in spot radio history with the launching of the new car models this fall. First steps in planning these announcement campaigns are currently under way, it was noted. Moreover, SRA said, a number of automotive manufacturers also are finding that year-round campaigns in spot radio pay off.

SRA President Adam Young Jr., of the Young radio and television representation firm, emphasized the sales advantage of using—through spot radio—local personalities and local programming in selling nationally advertised products. "Nothing," he said, "exceeds the day-to-day confidence of radio audiences in the people and programs they regularly listen to."

New research on auto radio listening, at-work listening and listening in general, plus continuing high figures on radio set sales, "unquestionably" are contributing to a re-evaluation of spot radio by agencies and advertisers, SRA added.

SRA's month-by-month comparison of spot radio times sales, this year as against last, for the first six months:

	1956	1955	Gain
January	$10,192,000	$8,556,000	19.1%
February	11,031,000	8,890,000	24.1%
March	11,699,000	10,190,000	14.9%
April	9,704,000	9,311,000	4.2%
May	11,632,000	9,124,000	27.5%
June	11,389,000	8,753,000	30.0%
TOTAL	$65,647,000	$54,824,000	19.9%

BALTIMORE ORIOLES baseball will have a new radio-tv sponsor next year. James Keelty Jr., president of the club, signs a contract awarding broadcast rights to the Gunther Brewing Co. for the 1957, 1958 and 1959 seasons. With him are Walter S. Driskill (c), Gunther vice president, and A. Krieger, chairman of the board of the Baltimore brewery.

Sheaffer Promotes Karle To Advertising Manager

PROMOTION of G. P. Karle Jr. from assistant advertising manager to advertising manager of Sheaffer Pen Co., Ft. Madison, Iowa, was announced Wednesday by Walter A. Sheaffer II, president of the firm.

Mr. Karle, who joined Sheaffer as a sales correspondent in 1949, succeeds Don A. Reed, who resigned to join Russel M. Seeds Co., Chicago, as creative supervisor on the Sheaffer pen account. Sheaffer was an alternate sponsor of CBS-TV's *Navy Log* this past season and has had other broadcast properties.

Revlon Six-Month Profits Exceed Full Year of 1955

REVLON INC., cosmetics maker which has openly credited television with major responsibility for its rapid sales rise, reported last week that its net profits for the first six months of 1956 exceeded those for the full year of 1955.

In a letter sent to stockholders last Wednesday, President Charles Revson noted that he had recently announced "that your company's net profits for the first six months of this year would be $3,708,000." He continued:

". . . I am able to inform you that our actual net profits for this period were $3,863,000 or the equivalent of $1.45 a share based on the number of shares of stock outstanding after the recent two-for-one split. Thus, the net profits for the first six months of 1956 exceeded those for the entire year 1955.

"Barring unforeseen or adverse business conditions, I fully expect that our earnings for the second six months should somewhat exceed those of the first half of this year."

Revlon's leap in sales has been frankly attributed to television by company officials. Currently the advertiser is sponsoring the *$64,000 Question* and *$64,000 Challenge*, both on CBS-TV, and is looking for another half-hour of evening network time.

Denials, No Comments From 9 Defendants in FTC Charges

NINE manufacturers named as defendants in a Federal Trade Commission complaint as having violated anti-discrimination provisions of the Robinson-Patman Act [B•T, July 30] last week either denied or refused to comment on the FTC action. Spokesmen for CBS, NBC and ABC, who were named but not made defendants in the complaint, also declined comment.

FTC charged, in essence, that the companies bought radio-tv time on New York and Chicago stations and gave promotional mentions to chain stores, which provided in-store promotions for the products of the manufacturers. The advertisers, FTC continued, did not offer these same promotional allowances to other retail customers.

Questioned by B•T, representatives of the following companies named in the FTC complaint declined comment: Coca-Cola Bottling Co., Pepsi-Cola Co., Groveton Paper Co. and Sunkist Growers Inc. Among those denying the charges to FTC were spokesmen for P. Lorillard Co., General Foods Corp., Sunshine Biscuits Inc. and Piel Bros. Officials of the Hudson Pulp & Paper Co. could not be reached for comment.

Officials of companies who entered denials to the charges, also pointed out, however, that they had not had an opportunity to study the complaint thoroughly.

Merged Firms Keep Agencies

THE Beech-Nut Life Savers Inc., a newly established corporation resulting from last month's merger between Beech-Nut Packing Co., New York, and Life Savers Corp., Portchester, N. Y., last week announced that Kenyon & Eckhardt and Young & Rubicam, the two agencies formerly handling the Beech-Nut and Life Savers accounts, respectively, will be retained. K&E will handle the food division (Beech-Nut baby foods and coffee) of the new company, while Y&R will serve the gum division, taking over advertising for Beech-Nut gum.

Familiar Object

DURING the last week that Ethel Weider, timebuyer on Procter & Gamble products for The Biow Co., spent on the job before the demise of the agency, she was asked to release the desk chair she had been using. All the furniture had been sold, some of it (including Miss Weider's leather desk chair) to Transcontinent Television Corp. Last week, when Miss Weider showed up at her new post at Compton Adv., New York, as timebuyer for P&G's Gleem and all Canadian products, the same chair was awaiting her in the Compton Office—compliments of D. C. Moore, president, Transcontinent Tv Corp.

Lever Realigns Advertising, Roche Heads New Department

THE advertising department of Lever Bros. Co., New York, has been realigned with a new division, corporate advertising services, established. Michael J. Roche, head of media, has been named general manager of the new division and Samuel Thurm, associate media director of Young & Rubicam, New York, becomes media director [CLOSED CIRCUIT, July 23].

Mr. Roche has been with Lever Bros. since 1920 and has held various executive positions

MR. ROCHE MR. THURM

in the advertising department. The corporate advertising services division will develop policies and procedures covering advertising relationships as well as those governing advertising work within the company.

Before becoming associate media director of Young & Rubicam four years ago, Mr. Thurm was assistant research director for the agency. Prior to that, he was research director of Eversharp Inc. (razors, pens and pencils), New York.

DuPont Seeks 2nd Agency, Will Retain BBDO Services

E. I. du Pont de Nemours & Co., Wilmington, Del., most of whose advertising is currently placed throughh BBDO, New York, will retain that agency, but also is screening at least a half-dozen others for "a modest portion of its account," Wallace E. Gordon, director of advertising, reported last week.

The firm expects to make its decision by Sept. 1 on the new agency affiliation. The organization places about $20 million in billing annually, approximately $3½ million of which is in radio and television. Currently BBDO handles the following products for du Pont: electrochemicals, explosives, film (cellophane, cellulose sponge yarn and sponges), photo products, anti-freeze products, plastic products (combs, toothbrushes, etc.), textile fibers and finishes (paints and varnishes).

Charles L. Rumrill & Co., Rochester, N. Y., handles du Pont advertising for petroleum chemicals.

Jell-O Buys 'Bandstand' Spots, Fifth on New NBC Series

GENERAL FOODS Corp., White Plains, N. Y., through Young & Rubicam, New York, last week became the fifth advertiser to hop on NBC's *Bandstand* (NBC Radio, Mon.-Fri., 10 a.m.-12 noon EDT). The order, effective Aug. 8, calls for a schedule of 30-second announcements on behalf of Jell-O desserts, bringing the total of participations on *Bandstand* to 46 a week.

The all-live music show already lists among its clients: Miles Labs. (One-A-Day Vitamins), Elkhart, Ind., through Geoffrey Wade Adv., Chicago; Warner-Hudnut (Quick), through Kenyon & Eckhardt, both New York; Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes and Protex), New York, and ReaLemon Puritan Foods Co., through Rutledge & Lillienfeld, both Chicago [B•T, July 30].

Ivy League Game Gets Sponsors

BRISTOL-MYERS Co. (Bufferin and Vitalis), N. Y., through Doherty, Clifford, Steers & Shenfield, New York, and Harris, Upham & Co. (investment brokers), New York, through Albert Frank-Guenther Law, N. Y., have signed to cosponsor the nine-week *Ivy League Game of the Week* series on WCBS New York. The series will be heard for the third consecutive season this fall starting Sept. 29. Games will be described by sportscaster Bill Hickey and will originate from all eight Ivy League colleges.

Glamour Foods Plus Tv Sell Vacuum Bottles

USING foods from well-known restaurants to demonstrate on television the effectiveness of Aladdin vacuum ware bottles is resulting in a highly successful sales campaign.

Demonstrations on how the Aladdin bottles keep hot foods hot and cold foods cold first were made on the *Irv Kupcinet Show* in Chicago by William Hart Adler agency. It was pointed out to the viewing audience that the bottles were filled several hours earlier and that the food and beverages retain their original flavor and temperature.

The Chicago tv commercials prompted the agency to recommend network participation on the part of Aladdin Industries Inc., Nashville, Tenn., on behalf of the vacuum ware line.

The resulting series on the Steve Allen NBC-TV *Tonight* is a combination of elaborate and straight commercials. The first night on the show, French onion soup, the specialty of the house at Gilmore's, noted New York restaurant, was served in one of the Aladdin bottles, and in sampling it, Mr. Allen almost burned his tongue—an unprompted testimony to the bottle's effectiveness. Later, *Tonight's* maestro Skitch Henderson was served a complete meal from the Stork Club from Aladdin bottles.

STEVE ALLEN (l) watches as Skitch Henderson enjoys a meal served from Aladdin vacuum ware bottles by a Stork Club waiter.

All-Star Grid Game Sponsors Announced by ABC Radio, Tv

PABST Brewing Co., Standard Oil Co. (Indiana), American Oil Co., and the Pan-Am Southern Cooperation will sponsor coverage of the annual College All-Star football game on ABC Radio and ABC-TV this Friday, Aug. 10, starting at 9:30 p.m. EDT. This year's game will see the top college grid stars face the world champions of professional football, the Cleveland Browns.

Pabst, through Leo Burnett Co., Chicago, will sponsor the first and fourth quarters nationally; Standard Oil, through D'Arcy Adv., Cleveland, will carry the second and third quarters in the Midwest; Amoco, through Joseph Katz Co., N. Y., will do likewise for the East and Pan-Am Southern, through Fitzgerald Adv., New Orleans, will pick up the second and third quarters in the South.

C-P Sales Up $29.6 Million

A GAIN OF $29,584,000 in sales for the first six months of 1956 over the comparable period for 1955 was reported last week by Colgate-Palmolive Co., New York. Domestic C-P sales of $152,162,000 for this year's first six months compare with $137,940,000 in the preceding year. Not consolidated in this latest report were sales of Colgate's foreign subsidiaries, which jumped from $88,872,000 in the 1955 period to $104,234,000.

Also reported: that C-P's second quarter last year "reflected the recovery of shipments delayed due to a strike in the latter part of March 1955," and that domestic results for the first half of this year "reflect substantial shipments and introductory costs applicable to new products," particularly Brisk (Fluoride) tooth paste and Vel liquid detergent.

Weiss & Geller Expands

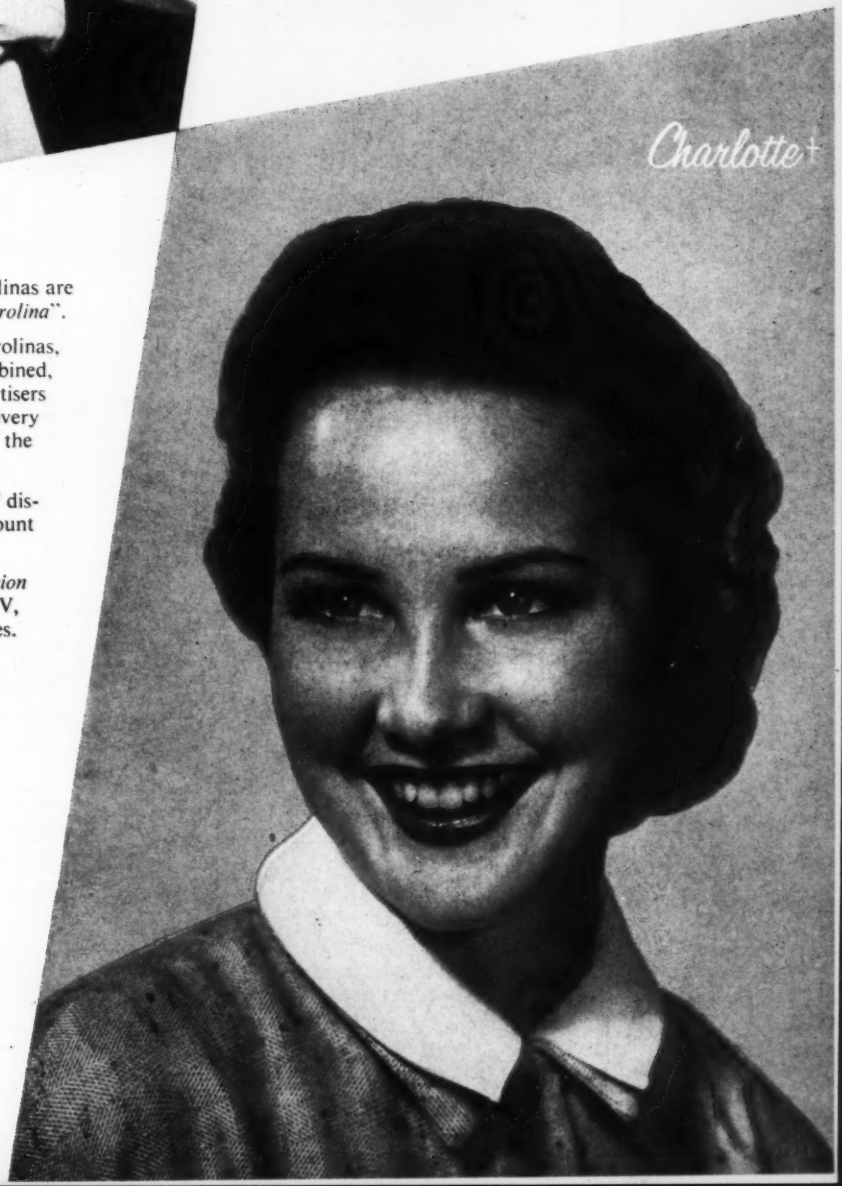
EXPANSION of personnel of Weiss & Geller, Chicago, was announced by the agency last week. Additions included the following:

Eugene J. Webb and Gary A. Steiner, who will receive doctorates in psychology from the U. of Chicago, as research psychologists in Motivation Research Dept.; Ken Westrate, formerly research manager, Ruthrauff & Ryan, Chicago, as senior market analyst in the research department; W. R. Carroll, account executive, Ruthrauff & Ryan, Chicago, as vice president and account supervisor for the James B. Beam Distilling Co. account; Rolf W. Brandis, tv director, W. B. Doner, Chicago, as copywriter; S. Seymour Elbling, senior market analyst, Asch Adv., New York, as field merchandising analyst, and Hal Dickens, sales manager, Radio Feature Div., Walter Schwimmer Co., Chicago, to merchandising department.

Dept. Stores Shun Radio-Tv

RADIO AND TV trailed other media in department store advertising expenditures last year, sharing 2% of the promotional dollar, the National Retail Dry Goods Assn. reported last week. Pointing out that total department store promotional expenditures amounted to 4.2% of net sales, the NRDGA's 31st annual survey of *Departmental Merchandising & Operating Results of Department Stores* put newspaper advertising linage ahead with 60% of the promotional dollar. The remaining 40% was broken down into direct mail (4%), "other media" (4%), supplies and miscellaneous expenses (5%), payroll (12%), display (13%) and radio-tv (2%).

double date in the carolinas



Representative of beauty and talent in the Carolinas are "*Miss South Carolina*" and "*Miss North Carolina*".

Representative of quality television in the Carolinas, are Charlotte WBTV and Florence WBTW. Combined, these two Jefferson Standard Stations give advertisers complete coverage of more than one out of every two Carolinians . . . coverage comparable to the nation's *eighth* largest TV market!

Buy both and earn regular WBTV and WBTW discounts . . . plus a 15% additional bonus discount on WBTW!

Make your double sales date now for *the television buy* in the two Carolinas. Call Charlotte WBTV, Florence WBTW, or CBS Television Spot Sales.

*"Miss South Carolina"—Miss Martha Dean Chestnut
†"Miss North Carolina"—Miss Faye Arnold

WBTV CHARLOTTE, N.C. Channel 3 Top Power

Channel 8 Top Power WBTW FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY

Newsfilm gets on top of it !

Wherever there's news breaking, Newsfilm gets there *fast!* Its more than 250 camera correspondents around the globe provide the sort of world-wide as-it-happens news coverage that stations using other syndicated services seldom see.

And Newsfilm has another major advantage: it's the *only* news service produced *exclusively for television stations.* From start to finish, it's shot and scripted exclusively for station use, so it suits stations' and sponsors' needs to a T. Here's what long-time sponsor Eddy's Bakery, Boise, says. Writes manager C. A. Beavers: "Our use of Newsfilm has been a practical and profitable association *ever since* KBOI-TV *started telecasting in 1953*... our only advertising used consistently. Since then we've enjoyed consistent business increases... a substantial increase in 1955 over 1954 and a similar increase for 1954 over 1953. What's more, this increase carried over into 1956. We also note high-volume, immediate response to the special promotions that we've run in connection with Newsfilm!"

Newsfilm, a product of CBS News, is available to all stations. Contact...

CBS Television Film Sales, Inc.

New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS (TWO WEEKS ENDING JUNE 23)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-a-Week						(Average for All Programs)	(520)
1.	You Bet Your Life	De Soto	BBDO	NBC	194	Wed., 9-9:30	1,277
2.	Truth or Consequences	Realemon	Rutledge & Lillianfeld	NBC	179	Wed., 8-8:30	1,183
3.	Godfrey's Scouts	Toni	North Adv.	CBS	161	Mon., 8:30-9	1,088
4.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,041
5.	Our Miss Brooks	Toni	North Adv.	CBS	203	Sun., 8-8:30	993
6.	People Are Funny	Realemon	Rutledge & Lillianfeld	NBC	177	Thurs., 8-8:30	946
		Brown & Williamson	Ted Bates				
7.	Voice of Firestone	Firestone Tire & Rubber Co.	Sweeney & James	ABC	340	Mon., 8:30-9	899
8.	News from NBC	Brown & Williamson	Ted Bates	NBC	191	Wed., 8:55-9	899
9.	Telephone Hour	Bell Telephone Co.	N. W. Ayer	NBC	191	Mon., 9-9:30	851
10.	Weather-Highways	Part of Monitor		NBC		Sun.	851
Evening, Multi-Weekly						(Average for All Programs)	(710)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,277
2.	One Man's Family	Participating Sponsors		NBC	182	Mon.-Fri., 7:45-8	1,183
3.	Lowell Thomas	United Motors Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	993
Weekday						(Average for All Programs)	(1,041)
1.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	1,514
2.	My True Story	Segmented Sponsors	and Agencies	ABC	340	Mon.-Fri., 10-10:30	1,514
3.	Arthur Godfrey	Kendall	Leo Burnett	CBS	201		1,419
4.	Arthur Godfrey	Staley	Ruthrauff & Ryan	CBS	198	Alt. Fri., 11-1:15	1,419
5.	Helen Trent	Carter Products	Ted Bates	CBS	186	Alt. Days, Mon.-Fri., 12:30-12:45	1,419
		Sleepeze	M. B. Scott Adv.		51		
		Toni	North Adv.		187		
		White King	Erwin Wasey		26		
		Corn Products	C. L. Miller		74		
		Perkins	Foote, Cone & Belding		185		
6.	Wendy Warren	Hazel Bishop	Raymond Spector	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	1,419
7.	Helen Trent	Same as above					1,372
8.	A. Godfrey	Standard Brands	Ted Bates	CBS	202		1,372
9.	Guiding Light	Procter & Gamble	Compton	CBS	45	Mon.-Fri., 1:45-2	1,372
10.	Young Dr. Malone	Carter Products	Ted Bates	CBS	186	Alt. Days, Mon.-Fri., 1:30-45	1,372
		Corn Products	C. L. Miller		75		
		Perkins Products	Foote, Cone & Belding		187		
		Sleep-eze Co.	M. B. Scott Adv.		51		
		Toni Co.	North Adv.		188		
Day, Sunday						(Average for All Programs)	(378)
1.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	804
2.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	757
3.	News	Part of Monitor		NBC			710
Day, Saturday						(Average for All Programs)	(615)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,324
2.	Weather-Highways	Part of Monitor		NBC			1,324
3.	Robert Q. Lewis	L. Howe	Dancer-Fitzgerald-Sample	CBS	198	Sat., 10:50-55	1,183

Named Top Mogul Timebuyer

ELAINE L. (Schachne) WHALEN, timebuyer, Emil Mogul Co., New York, has been named chief timebuyer of the agency, Les Dunier, radio-tv director, announced last week. Mrs. Whalen joined Mogul in 1953 after two years at Cunningham & Walsh as assistant timebuyer and one year with The Biow Co. as a radio-tv researcher. She was married June 29 to Jay A. Whalen of Venard, Rintoul & McConnell, station representatives.

MRS. WHALEN

Robbe Resigns Lorillard Post

Fred G. Robbe, advertising manager of P. Lorillard Co., New York, has announced his resignation from the tobacco company. Mr. Robbe has been with P. Lorillard since 1950 and prior to that was with Young & Rubicam, New York, for more than 10 years in various executive capacities. Mr. Robbe's future plans will be announced shortly.

MR. ROBBE

SPOT NEW BUSINESS

Rexall Drug Co., L. A., planning to use radio spot announcements again on Oct. 15, 18 and 19 to promote annual one-cent sale in number of scattered markets. BBDO, L. A., is agency.

Blue Coal Corp., Newark, N. J., planning radio spot announcement campaign to start Sept. 10 for 10 weeks in about 25 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

NETWORK NEW BUSINESS

Sterling Drug Co. (Bayer aspirin, Phillip's Milk of Magnesia, Milk of Magnesia tablets, Dr. Lyons tooth powder, and Energine cleaning and lighter fluid) will sponsor *Modern Romances* on NBC-TV Wednesdays and Fridays (4:45-5:00 p.m. EDT), starting Aug. 3 [B•T, July 23]. Agency is Dancer-Fitzgerald-Sample, N. Y.

General Foods, White Plains, N. Y., for Kool-Shake, will add *Our Miss Brooks* (CBS-TV, Fri., 8:30-9 p.m. EDT), to its summer list of shows. Other shows carrying Kool-Shake participations with other General Foods Products: *Fury* (NBC-TV, Sat., 11-11:30 a.m. EDT), *December Bride* (CBS-TV, Mon., 9:30-10 p.m. EDT), and *Topper* (NBC-TV, Sun., 7-7:30 p.m. EDT).

Nic-L-Silver Battery Co., through Goodman-Anderson Adv., L. A., co-sponsoring *Frank Goss News* on Columbia Pacific Radio Network, 5:45-5:55 p.m. PDT, on alternate days.

Reynolds Metal Co., Richmond, Va., through Buchanan & Co., N. Y., will sponsor exclusive coverage of 31st running of Hambletonian on CBS Radio, Wednesday, 6:15-6:30 p.m. EDT. Classic $90,000 harness racing event will emanate from Goshen, N. Y.

AGENCY APPOINTMENTS

Paper Mate Co. (pens, pencils), Chicago, appoints Foote, Cone & Belding, same city, for new Tred liquid lead pencil.

Elizabeth Arden Sales Corp. (cosmetics), N. Y., appoints Charles W. Hoyt Co., N. Y. Account was previously serviced by Kastor, Farrell, Chesley & Clifford, with billing approximately $750,000.

B. T. Babbitt Co., N. Y., names Dancer-Fitzgerald-Sample, N. Y., for new porcelain cleanser, Cameo. Company currently is using radio-tv spots on limited scale.

Vick Products Div., Vick Chemical Co., N. Y., for Sofskin (hand cream), appoints Ellington & Co., N. Y.

Simoniz Co. (cleaning products), Chicago, appoints Young & Rubicam, that city, for all consumer products. SSC&B formerly handled cleaning products. Move consolidates consumer products in one agency. Buchen Co. will continue to handle commercial products.

Griesedieck Bros. Brewery Co. (G/B beer), St. Louis, appoints Maxon Inc., effective Oct. 1. Radio will be used.

Dunlop Tire & Rubber Corp., Buffalo, N. Y., names Comstock & Co., that city, for four divisions: tires and automotive products, sporting goods, foam rubber, and industrial rubber products.

Swingline Inc. (home and office stapling machines), N. Y., appoints Lawrence C. Gumbinner Adv., N. Y. Plans being made to use television in fall.

Gordon Baking Co. (Silvercup bread, other baked goods), Detroit, names N. W. Ayer & Son, Detroit, effective Sept. 15. Account, formerly serviced by Cunningham & Walsh, N. Y., has nearly $1 million in billing.

On-Cor Food Products Co. (frozen foods), Chicago, appoints Henry Senne Adv., same city, for advertising and merchandising. Radio will be used. **Qualified Products Co.** (Savory brand foods), Chicago, also appoints Senne agency. Radio will be used in fall.

Clougherty Packing Co. (Farmer John meat products), L. A., to Guild, Bascom & Bonfigli Inc., San Francisco, for all media. Agency has handled tv advertising for Clougherty since May.

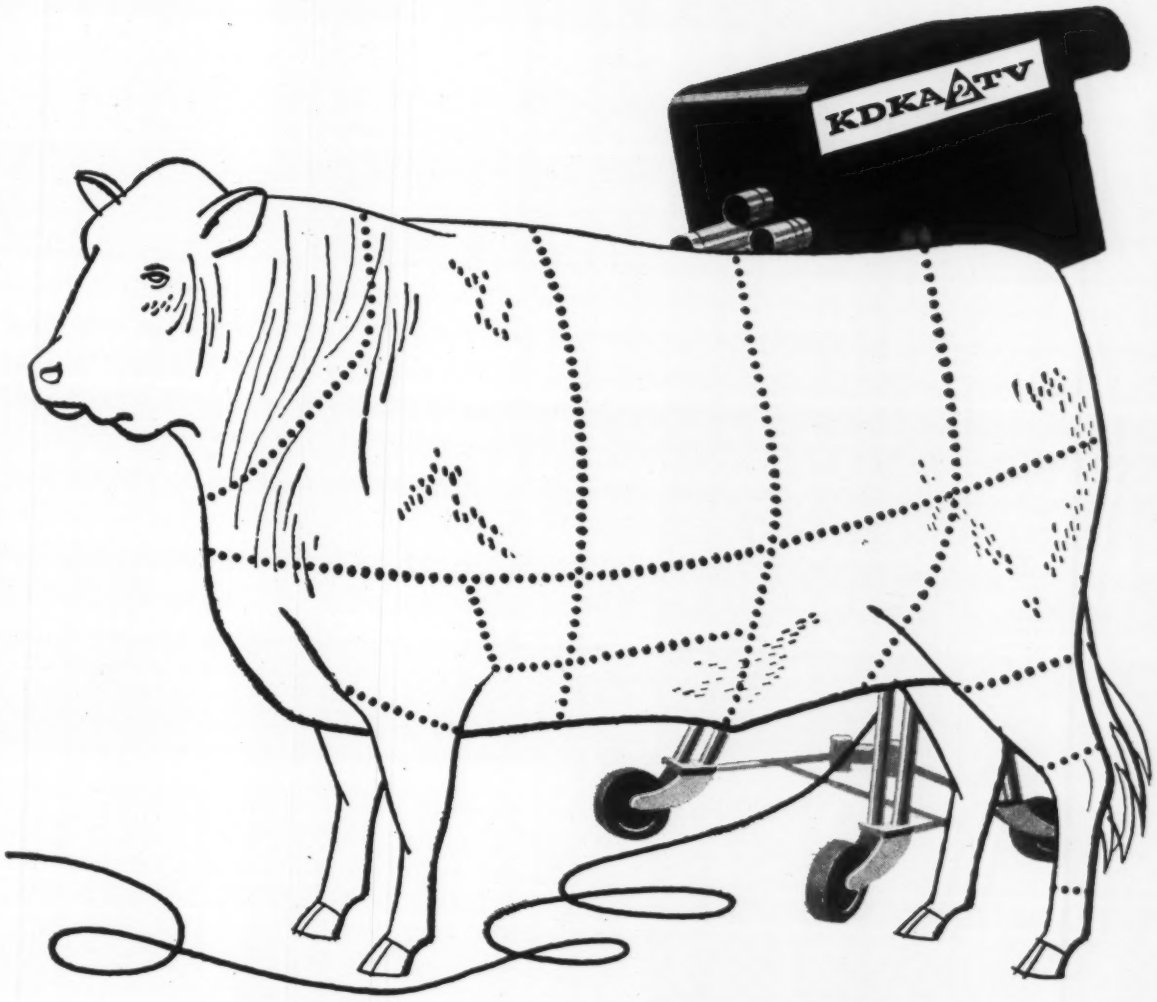
Merchants National Bank of Boston names Kenyon & Eckhardt, Boston.

Fels & Co., Phila., appoints The Aitkin-Kynett Co., that city, for all advertising effective Sept. 1.

A&A SHORTS

Eastman, Scott & Co., and **Bearden-Thompson-Frankel,** Atlanta agencies, have consolidated as Bearden-Thompson-Frankel & Eastman, Scott, with offices at 22 Eighth St., N.E. Officers: Warren H. Bearden, president; E. Gerry Eastman, chairman of executive committee and planning; Merle A. Thompson, executive vice president, and Norman Frankel, secretary-treasurer.

Burstin Co., Lampert Agency, both N. Y., and **Town Adv. Assoc.,** Hackensack, N. J., elected to League of Advertising Agencies, N. Y.



BOY, DID THEY EAT ME UP!

Thorofare Super Markets sure didn't have any beef with KDKA-TV!

Literally none! 300,000 pounds—12 carloads of beef—sold out by noon the day after people watched just 4 commercials on Thorofare's Friday night Startime Theatre program.

Imagine! Thorofare has some 56 super markets throughout Western Pennsylvania. And not one of them had a pound of beef left after 12 noon on Saturday! And when you think that Thorofare's program is on KDKA-TV late in the evening, beginning at 11:15 PM, the whole thing is even more phenomenal.

But it just proves the tremendous selling power of KDKA-TV in the Pittsburgh market. KDKA-TV, Channel 2, is Pittsburgh's pioneer TV station . . . gives more viewers in the tri-state area than any other station! For information and availabilities, call Lloyd Chapman, Sales Manager at EXpress 1-3000, Pittsburgh, or "Bink" Dannenbaum, WBC Vice President—Sales, MUrray Hill 7-0808, New York.

In Pittsburgh, no selling campaign is complete without the WBC station . . .

KDKA 2 TV

FIRST IN THE PITTSBURGH MARKET

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Available NOW...

39 great NEW half-hours

of the most exciting, *modern* western police show ever filmed for television!

NTA

Desilu present

the Sheriff of Cochise

produced for NTA by Desilu . . . the studio famous for "I Love Lucy," "Our Miss Brooks," "December Bride" and "Make Room For Daddy."

SOLD to SOCONY MOBIL OIL CO. in 67 MIDWESTERN MARKETS

NTA

WRITE-WIRE-PHONE, TODAY! All the details are available to you from

National Telefilm Associates, Inc.

60 W. 55TH STREET • NEW YORK 19, N.Y. • PHONE: PLAZA 7-2100 • CABLE: NATTELFILM

CHICAGO, ILLINOIS	HOLLYWOOD, CALIFORNIA	MONTREAL, CANADA	MEMPHIS, TENNESSEE	BOSTON, MASS.	MINNEAPOLIS, MINNESOTA
612 N. Michigan Avenue	8721 Sunset Blvd.	1434 St. Catherine St.	2605 Sterick Building	Statler Hotel Office Building	1109 Currie Avenue
Phone: Michigan 2-5561	Phone: Crestview 1-4191	Phone: University 6-9495	Phone: Jackson 6-1565	Phone: Liberty 2-9633	Phone: Federal 8-7013

HAROLD GOLDMAN, V.P. CHARGE OF SALES

FOR REGIONAL SPONSORSHIP

2 GREAT NAMES...

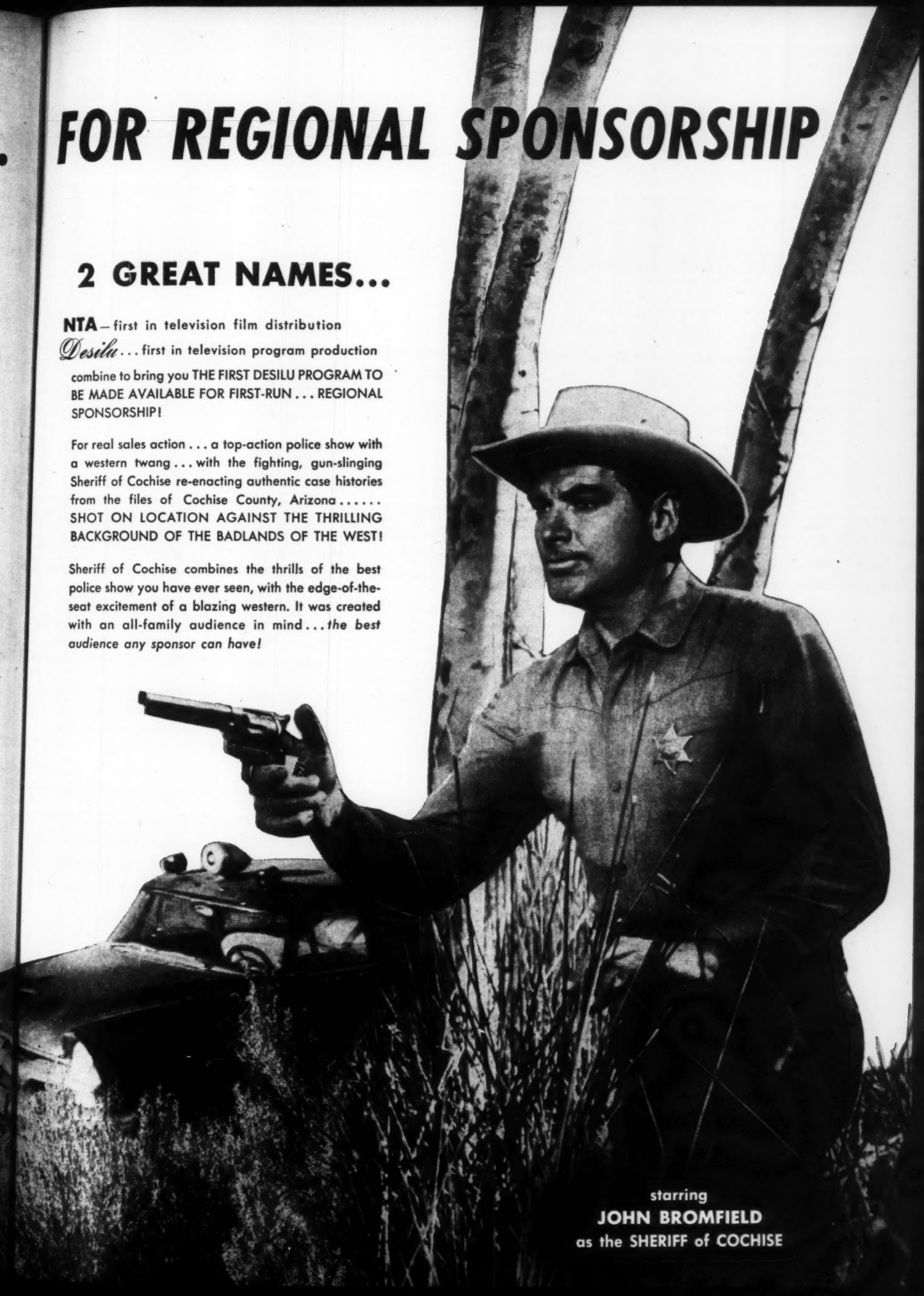
NTA – first in television film distribution

Desilu ... first in television program production

combine to bring you THE FIRST DESILU PROGRAM TO BE MADE AVAILABLE FOR FIRST-RUN ... REGIONAL SPONSORSHIP!

For real sales action ... a top-action police show with a western twang ... with the fighting, gun-slinging Sheriff of Cochise re-enacting authentic case histories from the files of Cochise County, Arizona ..... SHOT ON LOCATION AGAINST THE THRILLING BACKGROUND OF THE BADLANDS OF THE WEST!

Sheriff of Cochise combines the thrills of the best police show you have ever seen, with the edge-of-the-seat excitement of a blazing western. It was created with an all-family audience in mind ... *the best audience any sponsor can have!*



starring
JOHN BROMFIELD
as the SHERIFF of COCHISE

McCann-Erickson has opened new office in Dusseldorf, Germany, to handle expanding German business. Office will be located in new Dommel Hochhaus and will be under management of Hans Moeller, formerly manager of agency's Cologne branch.

Yardis Adv. Co., Philadelphia, has announced opening midwest office in Chicago, with Bernard S. Berman, former partner in Berman, Bettenbender, Chicago, as vice president in charge of midwestern operations. Office is at 4624 N. Sheridan Road (Tel. Ravenswood 8-4511). Arthur M. Soltan, Chicago advertising executive, will be Mr. Berman's assistant.

G. M. Basford Co., N. Y. agency, in new quarters on 19th floor of Lincoln Bldg., 60 E. 42d St.

A&A PEOPLE

Ted Levenson and **Quentin McDonald,** account supervisors, Benton & Bowles, N. Y., named vice presidents of agency.

Hilliard S. Graham, merchandising director, Erwin, Wasey & Co., Chicago, and **John L. Gwynn,** media director, elected vice presidents. **Duane A. Gordon,** art director, N. W. Ayers & Sons Inc., Phila., to Erwin, Wasey, L. A., in similar position.

Lee A. Cavanagh, account executive at Krupnick & Assoc. Inc., St. Louis, promoted to administrative vice president.

Reg Testement, advertising manager, Grove Labs (Bromo-Quinine, Fitch shampoos, 4-Way Cold Tablets), St. Louis, appointed to additional post of public relations co-ordinator.

G. P. Karle Jr., assistant advertising manager, Sheaffer Pen Co., Fort Madison, Iowa, named advertising manager, succeeding **Don A. Reed,** resigned to join Russel M. Seeds Co.

Robert S. Marker promoted to account executive on Saran Wrap at MacManus, John & Adams, Bloomfield Hills, Mich. **Ellen McJenkin,** to MJ&A radio-tv department, and **Donald Runkel** promoted to assistant to J. W. Ingham, production department.

Frederick P. Reynolds Jr., director of research account service, McCann-Erickson, N. Y., retiring from agency business to take over management of The Buccaneer Hotel in St. Croix, Virgin Islands.

George Wichterman elected treasurer of Henry Quednau Inc., Tampa, Fla., agency, and named to board of directors succeeding **Nelson Mason,** resigned.

Robert J. Runge promoted from advertising director to newly-created post of director of advertising, sales promotion and publicity at Norge Div. of Borge-Warner Corp., Chicago.

Alfred P. Ries, formerly with advertising department of General Electric Co., Schenectady, N. Y., to Needham, Louis & Brorby Inc., N. Y., as account executive. **Joseph La Rosa,** formerly art director at National Airport Adv. Agency, to NL&B in similar capacity.

Robert P. Hoffman, Brisacher, Wheeler & Staff, and **Vernon E. Norris,** formerly of Richard N. Meltzer, to Kenyon & Eckhardt, S. F., as account executives. **Sherwood Armstrong,** creative director, Cole & Weber, Seattle, to K&E San Francisco, as copy chief, and **Robert Ryan,** Brisacher, Wheeler & Staff, to K&E San Francisco, production manager. **Rafael Cortes,** art director, J. Walter Thompson Co., to K&E de Mexico S. A., Mexico City, in similar capacity.

Edward B. Denton named eastern division sales manager of Helene Curtis Industries Toiletries Div., Chicago. Named brand managers: **Ray Markman,** for King's Men products; **Irving Kiem,** for Suave, Shampoo Plus Egg, Lanolin Lotion Creme and Creme Rinse, and **Harold Johnson,** for Spray Net and Stopette.

Leonard Gross, appliance sales manager, Philco Distributors Inc., Phila., named sales manager of Radio Div., Philco Corp., Phila. He succeeds **John J. Moran,** resigned.

Howard E. Rieder, J. W. Raymond Adv., L. A., to Orson W. Hauter & Assoc. Adv., that city, as copywriter and account executive. He is also president of Trend-Assoc. Productions, film firm.

Fred MacKaye, formerly director, *Lux Radio Theatre* for J. Walter Thompson Co., to production supervisor, *Dick Powell-Zane Grey Theatre* for Benton & Bowles, Hollywood.

John Meck, former president of Scott Radio Laboratories Inc., Plymouth, Ind., appointed director of technical product merchandising, Martin Co., Chicago agency.

George F. Haller, formerly media supervisor, Biow Co., and past president, N. Y. Media Buyers Assn., to media department of J. Walter Thompson Co., Chicago.

Tobin C. Carlin, formerly sales director, Dad's Root Beer Co., to McCann-Erickson Inc., Chicago, as regional advertising and sales promotion specialist.

Frank H. Long, associate merchandising director, Bryan Houston, N. Y., named manager of merchandising department. He has been with agency since March 1955.

A. Arnold Wester, manager of Hollywood office of William Esty Co. for five years, elected vice president.

William B. Dugan, national sales manager for Adolph's meat tenderizer, appointed merchandising manager for Chicken of the Sea brand tuna, product of Van Camp Sea Food Co., L. A. He formerly was vice president and general manager of San Francisco office of Dancer-Fitzgerald-Sample.

Harry Lawton, formerly advertising and sales promotion manager in New York and Pennsylvania for Pabco Products Inc., San Francisco (paints and related products), named account supervisor at Hutchinson Adv., Hollywood.

Advance Schedule Of Network Color Shows
(All times EDT)

NBC-TV

Aug. 6-10 (3-4 p.m.) *Matinee,* participating sponsors (also Aug. 27-31).

Aug. 8 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also Aug. 29).

Aug. 9 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Aug. 23, 30).

Aug. 12 (7:30-9 p.m.) *Sunday Spectacular,* "Atlantic City Holiday," participating sponsors.

Aug. 14 (8-9 p.m.) *The Chevy Show,* Chevrolet Div. of General Motors Corp., through Campbell-Ewald Co.

Aug. 15 (7:30-7:45 p.m.) *J. P. Morgan Show,* sustaining.

Aug. 18 (8-9 p.m.) *Tony Bennett Show,* participating sponsors (also Aug. 25).

Aug. 26 (5-5:30 p.m.) *Zoo Parade,* sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

CELEBRATION of the tenth anniversary of the Lowe Runkle Co. advertising agency, Oklahoma City, brought forth a surprise gift for the president, Lowe Runkle, from company employes—a portable RCA Victor tv set. Presenting the gift are (l to r) Lowe Runkle Vice President Roger Pishny; Vice President Howard Neumann; Account Executive Oscar Heuser, and Vice President Monty Mann.

LONG-TERM POWER DELIVERY

. . . through "proved-in" tube design

Using grid-flange design—an RCA development—this RCA power triode contributed to a new era in VHF operation.

HOW TO GET MORE HOURS FROM AN RCA-5762

- Hold filament voltage at 12.6 volts—right at tube terminals
- Operate each new tube as soon as you receive it
- Keep air-cooling system clean. It helps prevent tube and circuit damage caused by overheating
- Always operate tube within RCA ratings. Follow instructions packed with tube
- Handle tube carefully—to avoid mechanical damage
- Operate spare tubes periodically

Incorporated within this well-known air-cooled triode are some of the most unique technical advancements in the history of power-tube design. Many of these RCA techniques have evolved from experience gained over years of actual tube operation on the air. All of them contribute substantially to the remarkable endurance of this tube in day-in, day-out transmitter service—over many thousands of hours.

Backed by more than a quarter century of specialized experience in designing and building world-famous high-power tubes, RCA-5762's are paying dividends for broadcasters—continually—in lower tube costs per hour of operation, and in stable performance of the transmitter.

Your RCA Tube Distributor can handle your order for Type 5762's—promptly. Call him.

TUBES FOR BROADCASTING

Radio Corporation of America Harrison, N. J.

CBS RADIO DAYTIME NEAR 'SRO' STATUS

Karol says that present rate will see network 90% sold by Labor Day, reports on $1.5 million sales to Standard Brands and Colgate-Palmolive. He also is optimistic about nighttime sales.

THE PROSPECT that CBS Radio may attain a "sell-out" status in its daytime programming hours this fall was held out as "a fair chance" last week by John Karol, vice president in charge of network sales. At the present rate, he said, the daytime schedule should be at least 90% sold out by Labor Day. The daytime programming—which runs from 10 a.m. to 3:30 p.m. Monday-Friday—is currently about 75% sold, Mr. Karol said.

His assertions—the first talk of "sold out" or "nearly sold out" achievements that network radio has heard in recent years—coincided with his announcement that Standard Brands, a network radio stalwart many years ago, is substantially expanding its use of CBS Radio this fall. He said Standard has signed for 10 7½ minute periods a week in three daytime serials, effective today (Mon.) on the full CBS Radio network. The purchase represents approximately $1.5 million in gross annual billings.

It follows on the heels of a similar $1.5 million purchase, in the same three serials, by Colgate-Palmolive Co., a few weeks ago, effective Sept. 3. Standard Brands and Colgate will co-sponsor episodes of *Backstage Wife*, *Our Gal Sunday*, and *Second Mrs. Burton*.

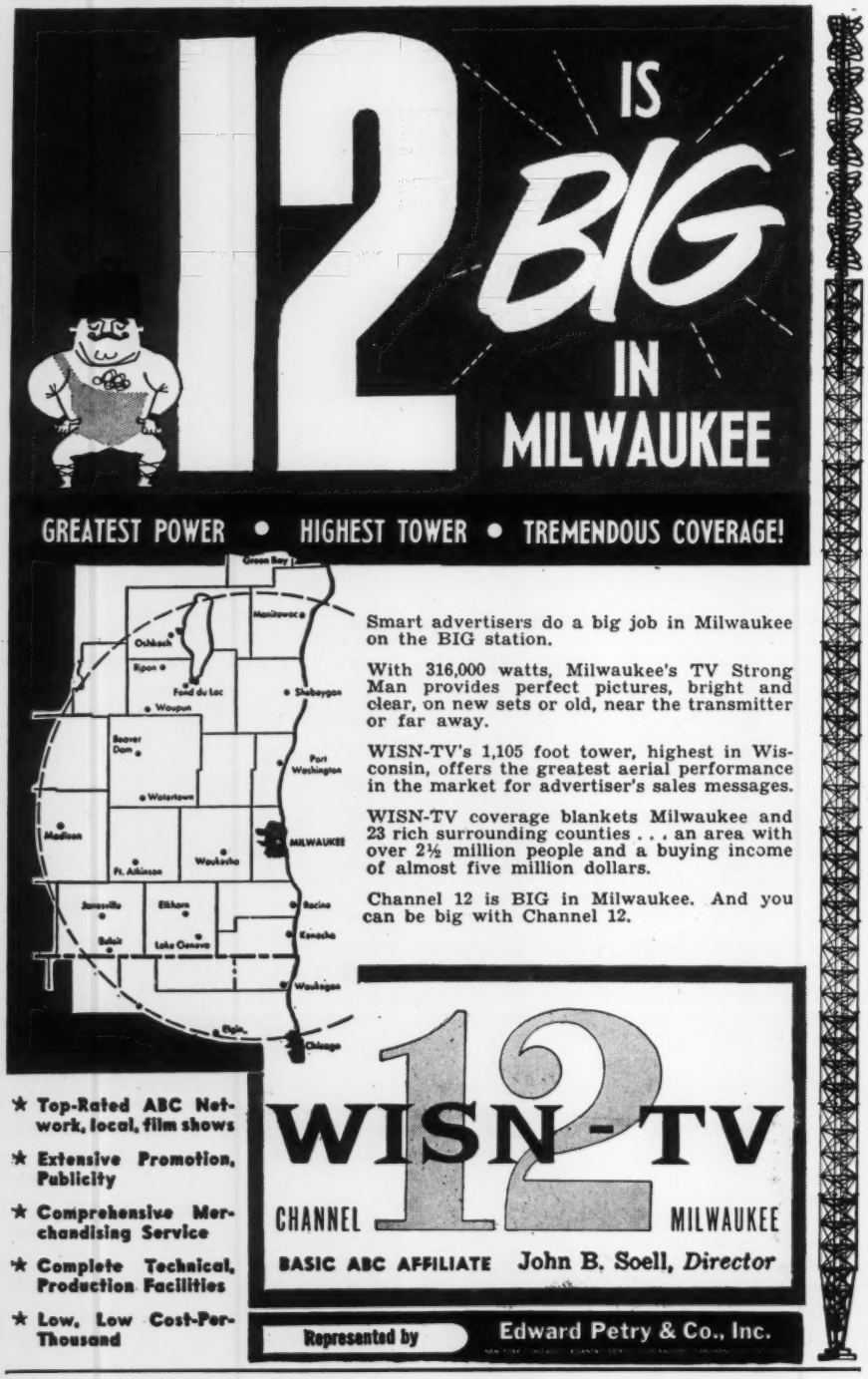
He called the Standard Brands contract one of the most important sales of daytime radio to a major advertiser in recent years and said it "points up the increase of radio purchases by major advertisers currently employing network radio and further establishes the trend which will lead many non-users of the medium to seek the advantages of network radio." Products to be advertised under the contract are Chase & Sanborn instant coffee and Blue Bonnet Margarine. The agency is Ted Bates & Co., New York. Standard Brands also sponsors a 15-minute portion of *Arthur Godfrey Time* each week, having signed for this segment earlier in the year after a 12-year absence from CBS Radio.

Mr. Karol indicated that several other sales are in the negotiating stage and "on the brink" of completion.

Mr. Karol attributed the rise in sales on CBS Radio to the network's adherence, over the years, to the "same time, same station" concept of programming, and to the continuing popularity and sales power of daytime serials. Even when sponsors were dropping daytime serials a few years ago, he pointed out, CBS Radio maintained the programs in their usual periods on the theory that the audiences were listening to the programs, not the sponsors, and would go on listening and thus preserve the sales value of the programs.

The CBS Radio daytime programming opens with *Godfrey* at 10 a.m. (he's completely sold out for October, has one quarter-hour available for September), moves into the daytimer serial block at noon, and winds up with *Art Linkletter's Houseparty* at 3-3:30. There is some network programming after 3:30 in the afternoon but it's largely on a regional or limited group of affiliates and time after 3:30 is considered station time.

Although more enthusiastic about daytime sales prospects, Mr. Karol is not pessimistic about the nighttime outlook. The evening news strips are going well, he said, and the "segmentation" plan of selling certain evening and weekend shows is attracting some advertisers. In fact, the network plans to install a new program on the segmented sales plan—Robert Q. Lewis at 8-8:30 p.m.—although it's not definite yet whether it'll be offered in five-minute segments (as other segmented-sales programs are) or in 7½-minute periods after the fashion of the daytime serials.


12 IS BIG IN MILWAUKEE
GREATEST POWER • HIGHEST TOWER • TREMENDOUS COVERAGE!
Smart advertisers do a big job in Milwaukee on the BIG station.
With 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, near the transmitter or far away.
WISN-TV's 1,105 foot tower, highest in Wisconsin, offers the greatest aerial performance in the market for advertiser's sales messages.
WISN-TV coverage blankets Milwaukee and 23 rich surrounding counties . . . an area with over 2½ million people and a buying income of almost five million dollars.
Channel 12 is BIG in Milwaukee. And you can be big with Channel 12.
Green Bay
Manitowoc
Oshkosh
Ripon
Fond du Lac
Sheboygan
Waupun
Beaver Dam
Port Washington
Watertown
Madison
MILWAUKEE
Ft. Atkinson
Waukesha
Janesville
Elkhorn
Racine
Kenosha
Beloit
Lake Geneva
Waukegan
Elgin
Chicago
★ Top-Rated ABC Network, local, film shows
★ Extensive Promotion, Publicity
★ Comprehensive Merchandising Service
★ Complete Technical, Production Facilities
★ Low, Low Cost-Per-Thousand
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE John B. Soell, Director
Represented by Edward Petry & Co., Inc.

'Hallmark Hall of Fame' Rescheduled for Evenings

HALLMARK Cards Inc., Kansas City, Mo., will return to NBC-TV next season for the fifth consecutive year as sponsor of the *Hallmark Hall of Fame* series of 90-minute color spectaculars, effective Oct. 28. The series, seen last season every fourth Sunday afternoon, will be rescheduled to Sunday nights for five out of six programs. Of the former, some will be seen from 7:30-9 p.m., others from 9-10:30 p.m. EDT [CLOSED CIRCUIT, July 30]. This will place some of the *Hallmark* shows in direct competition with ABC-TV's *Omnibus* series, also 90-minute programs. The sixth and final Hallmark program will be aired Wednesday, April 10, 1957, 8:30-10 p.m.

Maurice Evans, producer on last year's series, will pass on the duties of executive producer to his associate producer of last season, Mildred Freed Alberg. Mrs. Alberg will share production with director George Schaefer, who will produce some of the programs. Mr. Evans has so far been committed to star in two of the

To sell North Texas:

top advertisers

have used WFAA

10 years or more!

Twenty-four top American companies have been advertising on radio station WFAA ten years or more. Among them are such names as R. J. Reynolds Tobacco Company, Plough Sales Corporation, Quaker Oats Company, The Mennen Company, Fant Milling Company, and others of similar caliber.

Why have these big names remained consistent advertisers on WFAA?

Because they know when they have a winner.

820
50,000 WATTS

WFAA

570
5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

WFAA leads in North Texas in every category* . . .

. . . in General News Coverage

(More listeners prefer WFAA-820 news than the next 3 stations combined)

. . . in Farm News Coverage

(Murray Cox's farm coverage is among North Texas' Top 10 in popularity)

. . . in Programming

(8 of the Top 10 programs in North Texas are WFAA-produced)

. . . in Listenership

(of 109 stations WFAA leads decisively in both daytime and nighttime audiences)

If you want to buy the biggest audience in the biggest Texas market, talk to your Petry man now!

*Whan Study, A. C. Nielsen, N.S.I.

it will be music to her ears !

Live music, her kind of music. Coming from **NBC BANDSTAND** (weekdays, 10 a.m. to 12 Noon, EDT) the new radio show featuring America's favorite bands playing the memory-stirring music of yesterday and the melodic hits of today.

Every weekday morning Bert Parks emcees two full hours of *live* music by the nation's favorite bands—Guy Lombardo, the Dorseys, Wayne King, Freddy Martin, Russ Morgan and the other all-time greats. There'll be name stars from the world of music and the theater—in person. Audience participation features and contests with big money prizes. Johnny Mercer, Dick Haymes and other musical celebrities to act as "Mr. Music."

Here's a new way to reach housewives in the morning. A program with spontaneity and warmth, and the knack of easy selling. The cost: just $1,000 per one-minute participation, with 30-second and 6-second units also available.

NBC BANDSTAND started July 30. Miles Laboratories, Warner-Hudnut, ReaLemon, Manhattan Soap and General Foods started with it. Like them, whatever you have to say to women, say it with music on **NBC BANDSTAND.**

Exciting things are happening on the

NBC **Radio Network**

a service of RCA

LATEST RATING REPORT*

WCBM

leads in Baltimore!

1st or 2nd in 146 out of 212 ½ hour rating periods!

1st—104 times!

2nd—42 times!

Here is up-to-the minute proof of WCBM's audience domination in the nation's 6th largest market . . . in competition with 9 stations! This outstanding record is just further proof of what we've been saying all along . . . *WCBM definitely offers the lowest cost per thousand in the big Baltimore area!* Want more facts? Just call or write us direct or ask our representative.

*Hooper, June 1956

WCBM

10,000 watts on 680 KC.
Baltimore 13, Md.
THE BOLLING COMPANY, INC.
Representatives

programs, one of them being G. B. Shaw's "Man and Superman."

As its first production of the season, *Hallmark* will present Garson Kanin's comedy, "Born Yesterday." NBC-TV programming Vice President Thomas A. McAvity announced last week that the network had signed Mary Martin as star (see story below) and Garson Kanin as director of the color spectacular. It will be Mr. Kanin's first plunge into television, Miss Martin's fifth. Though the male lead has not yet been set, it was understood that Paul Douglas would recreate his original Broadway role of Harry Brock "if his schedule permits."

NBC-TV Signs Mary Martin To Exclusive Three-Year Pact

ACTRESS-SINGER Mary Martin has been signed to an exclusive three-year television contract by NBC-TV, it was announced last Thursday.

The contract calls for Miss Martin to star in two productions a year for the three-year period and for her husband, Richard Halliday, to serve as executive producer on her productions. The contract was negotiated at the Hallidays' Brazilian ranch by Nat Wolff, NBC-TV director of program planning.

Miss Martin's first production will be the comedy "Born Yesterday" (see story above). Rumor has it that her second tv vehicle will be the musical "Annie Get Your Gun."

Keystone Adds 13 Stations

ADDITION of 13 new station affiliates in nine states, including three in Texas, has been announced by Keystone Broadcasting System. Contracts bring the KBS total to 904, according to Blanche Stein, stations relations director. Additions in Texas are KTXN Austin, KSML Seminole and KTUE Tulia. Others are KENA Mena, Ark.; WBBN Perry, Ga.; KNDY Marysville, Kan.; KVCL Winnfield, La.; KBHM Branson, Mo.; KAVE Carlsbad and KCLV Clovis, both N. M.; WACB Kittanning and WPME Punxsutawney, both Pa., and KATI Casper, Wyo.

CBS Heard From Hungary

CBS NEWS last week claimed to be the first news service since World War II to crack Hungary's iron curtain as its Bonn correspondent, Ernest Leiser, reported direct from Budapest to U. S. listeners on CBS Radio's *World News Round-Up* (Mon.-Fri., 8-8:15 a.m. EDT). Mr. Leiser, who along with CBS-TV cameraman Jerry Schwarzkopf and soundman Gernot Anderle, had received special visas from the satellite power to attend the Aug. 4 meeting of the World Council of Churches, broadcast from Radio Budapest. His remarks were then fed by landline to Calais and London and shortwaved to New York.

CBS Radio Newsletter Out

IN order to foster an exchange of promotion ideas among its affiliates, CBS Radio has launched the first of a house organ-type bulletin called "Station Breaks." Designed by Murry Salberg's program promotion department at CBS Radio, the newsletter provides the means for affiliates to report to each other on successful promotion, publicity and exploitation campaigns. Mr. Salberg said he hoped other CBS stations would pick up or adapt formulas used in the past month from such affiliates (listed in the first issue) as WTAG Worcester, Mass.; KNX Los Angeles; KOTA Rapid City, S. D.; WWVA Wheeling; WKNE Keene, N. H., and WKZO Kalamazoo.

WCBM Baltimore Signs As CBS Radio Affiliate

WCBM Baltimore has signed as an affiliate of CBS Radio, effective Nov. 11, William A. Schudt Jr., vice president in charge of station relations for the network, is announcing today (Monday). WCBM replaces WCAO, which is going independent, as the CBS Radio outlet for that area.

The new affiliate, currently with Mutual, operates on 680 kc with 10 kw day and 5 kw night. Owned by Baltimore Broadcasting Corp., it is headed by John Elmer as president, with George H. Roeder as executive vice president and general manager and John K. Healey as general sales manager.

Mitchell Heads Farm Group On Three-Week Soviet Tour

AMERICAN delegation of 20 farmers headed by Everett Mitchell, m.c. of the NBC's *National Farm & Home Hour,* leaves New York today (Monday) for a three-week tour of the Soviet Union.

Mr. Mitchell, who has covered over a million miles during his more than 25 years on the *National Farm & Home Hour,* plans to make tape recordings of several visits for use on the network program. Tour will include the USSR Agricultural Exhibiton in Moscow, collective and state farms, visits to Kiev, Odessa and Kharkov, all Russia, Yalta, Brussels, Finland, Stockholm and Copenhagen.

NBC 'Game' Offered Co-op

NBC Radio affiliates will be offered the network's *Game of the Week* series of intercollegiate football games this fall on a co-op basis for local sale. The 11-game series kicks off Sept. 22 with the game between the U. of Maryland and Syracuse U. direct from College Park, Md. NBC Sports Director Tom S. Gallery said subsequent games will not be selected until the preceding Monday "to assure a key attraction in terms of national football interest."

Network Opens Sales Offices

THE COLORADO NETWORK, with headquarters at Montrose, has opened national and regional sales offices in the studios of KVOD Denver, key station of the network. In charge of sales is John M. McRae, assisted by Shulom Kurtz.

Other stations in the Colorado Network include KUBC Montrose-Delta; KRAI Craig, and KSLV Monte Vista.

NETWORK PEOPLE

Robert R. Pauley, account executive, Benton & Bowles Inc., N. Y., to CBS Radio there as account executive-sales development. **E. Berry Smith,** public relations and advertising director, Franklin Finance Co., Hartford City, Ind., to account executive, CBS Radio, Detroit.

Ray Noble, for 15 years music director of CBS *Edgar Bergen Hour,* Hollywood, taking year's vacation in England and Europe.

Cliff Dektar, sports writer-reporter, Los Angeles *Mirror-News,* to ABC-TV Hollywood as unit publicist.

Don C. Van Atta, assistant to ABC-TV Disney production coordinator, father of boy, Don Jr., July 18.

COLLINS 212F-1 STUDIO CONSOLE

Complete flexibility

Collins announces the new 212F-1 Speech Input Console — an attractively styled, packaged unit featuring complete flexibility. It provides complete control over simultaneous broadcasting and auditioning from any combination of three out of eight possible inputs. The addition of two pre-amplifiers provides for mixing five of twelve possible inputs. The 212F-1 also provides for monitoring of program, audition, or remote lines, and control of speakers and warning lights. *Available now — $995.*

Flexible

- Modular construction
- Plug-in amplifiers, relay unit and power supply
- All components in console cabinet — no additional rack space required
- Only three tube types, only two amplifier types
- Three cue pots
- Two spare key switches for custom wiring

Convenient

- Easy accessibility to all cabling, wiring and sub-units
- Front panel hinged — tilts forward for instant inspection or removal of all amplifiers, power supply and relay unit
- A test cable to externally service any of the amplifiers, power supply or relay unit while console is in operation
- All mixer knobs and associated key switches color coded
- Plastic covered write-in strips for input switches, remote switches and mixer attenuators

For complete information on Collins 212F-1 Studio Console contact your nearest Collins representative.

Collins CREATIVE LEADER IN COMMUNICATION

COLLINS

COLLINS RADIO COMPANY, 315 2nd Avenue S.E., Cedar Rapids, Iowa • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Ave., Burbank
261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Avenue, Seattle
Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

MITCHELL WOLFSON

A PRESCRIPTION FOR BROADCAST ILLS:

ARBITRATION, NOT LEGISLATION

PRESIDENT OF Wolfson-Meyer Corp., which owns and operates WTVJ (TV) Miami as well as some 30 motion picture theatres in South Florida (plus other theatre interests in Nassau), Mitchell Wolfson has long been active in motion picture industry affairs and has served as president of the largest trade association, The Theatre Owners of America. In a recorded interview with B•T editors, Mr. Wolfson points a pertinent parallel between motion pictures and broadcasting, warns tv station operators to set up industry-operated arbitration of industry problems and so to avoid the fate suffered by the movies when their problems were settled in court.

Q: Richard A. Moore, president of KTTV (TV) Los Angeles, told the Senate last spring [B•T, April 2] that in his view the combination of option time and must-buys in network operations today constitutes a parallel to the block-booking practices in the motion picture business which were outlawed by the consent decree of several years ago. Do you think there is a parallel?

A: If there is a parallel, it certainly is a bad one. The so-called Paramount antitrust suit, in my opinion, caused more hardship in the motion picture industry than any other single adverse thing that happened in the past decade. While I know, as do all exhibitors, that the competition of television has hurt, to some extent, the motion picture business, most of us believe that the Paramount case did more to harm the motion picture industry and to reduce the continuous supply of motion pictures for the American public than any other single factor.

One of our industry leaders has said, and I believe him, that "no court or legislative body can appreciate the complexities of this business, and whenever their rule has been imposed, suffering usually has resulted." Now, the government and the courts, impelled by the well-intentioned objective of breaking up the so-called monopoly in motion picture distribution, in my opinion have been responsible for an even greater monopoly. I am firmly convinced that the same will be true of the broadcasting industry in the event any Paramount-type antitrust decree is ever foisted on broadcasting. No responsible broadcaster in the country dares sit idly by and permit this to happen.

Q: In the Paramount case, can you tell us what happened after the consent decree was signed?

A: Surely. In the first place, the elimination of buying pictures for a season as a group caused a situation which resulted in the producer-distributor selling his pictures individually on a basis to extract the most dollars from the exhibitor. Since 1946, when the New York statutory court handed down a decision that recommended a mandatory system of competitive bidding and single picture selling, film rentals have increased to the exhibitor at a skyrocketing pace. The adverse result to the public has been that fewer and fewer motion pictures have been made.

In my opinion the same would happen in television if a Paramount-like decree were made law for the broadcasting industry. It would mean that the networks could not keep the present limited number of owned and operated stations and that they would be regulated by court or legislative decree insofar as option time and other provisions are concerned.

Q: You mean that if they took their o&o stations away, the networks would be in the same position as the movie producers? Is that the point?

A: Yes, that's the point. In my opinion, it's absolutely necessary for the networks to own a limited number of stations. There is no doubt that the owned and operated stations have an important part in stabilizing network charges. These stations have made most of the profits for the networks and have enabled as well as obliged the networks to create and render better public service programs. Without the o&o stations there would be far fewer public service programs, because the networks would have to make up the lost revenue within their network operations. They would eventually recoup their losses, you can be sure, out of the broadcaster's hide.

Q: So it's your feeling that if regulation or court action eliminated option time and made it illegal for the networks to own their own stations there would be a decrease in network program product?

A: Absolutely. And the American public would be the chief loser. Gone, in my opinion, would be the expensive and excellent public service programming which the network now pays for partly from the profits of its owned and operated stations. The public is anxious in tv, as in automobiles, to get the best article for the least money. Here it is the bigness and the initiative of the networks' private enterprise that have served so well in the free market.

Q: You don't feel that in the event of a decrease in the total network product other program sources would be able adequately to fill the gap?

A: I do not. The reason I make that statement is that we need much more to satisfy the American people in their television requirements than just entertainment. The public wants and is entitled to the best in news, sports, education and tv public service programs. The owned and operated stations are the conscience of the network. They are the fingers which the network must keep on the pulse of the people and each of these owned and operated stations is regulated by the FCC. Let us not relegate the networks to a position of a purveyor of "side shows."

Q: You don't think that programs would be offered to stations in the category of public service, discussions, news, education, and so on?

A: I think they would be very limited in number.

BENEFIT, NOT MONOPOLY

Q: Then you think that the present system is really a benefit to the American public, rather than a dangerous monopoly?

A: I certainly do. I don't believe that anyone outside of the broadcasting industry, including the courts and Congress, is more qualified to determine what is equitable and what is worthwhile than the industry people themselves. What we need is an arbitration system to resolve problems such as those you've men-

tioned. And nothing more.

Q: Then you don't think the affiliates' committees that meet periodically with the networks to resolve these things have been successful enough? Do you think there should be some outside arbitration?

A: No. I do not think there should be any outside arbitration setup. I believe any arbitration system that's established should be set up within the industry itself. I believe that the affiliates' meetings with the networks are good and perhaps that is the direction in which arbitration should be set up. As I understand it, there is no formal system of arbitration at this time. If we need anything at all in this industry to correct any of the problems which have been brought up, it should be done by a formal system of arbitration within the industry and by industry people, rather than by direction of the court or by legislative action.

I've been an independent theatre owner for 31 years. As such, I've run the gauntlet of legislation and court action during the past three decades. I saw the effect of the court action in the motion picture industry and, I repeat, the broadcasting industry must settle its problems within its own ranks.

THE MOVIES TRIED IT

Q: Wasn't arbitration of some form tried in the motion picture business before the consent decree?

A: An attempt was made to bring about arbitration, but it never was put into practice. We haggled about arbitration for some 10 years and at about the time we had a system worked out, the film distributors and producers who at that time also owned theatres entered into a consent decree with the government which attempted to solve some of the motion picture industry problems. As everyone knows, the situation became worse for the exhibitors and for the public because there are fewer pictures as a result of this consent decree and other later court decrees. Arbitration itself never came about in the motion picture industry, although they're still talking about it.

Q: Would you propose that an arbitration structure be set up containing only those elements which are directly interested? In other words, would an arbitration board on option time include only representatives of stations and networks?

A: I'm not going to say how I think the arbitration system should be set up because that is a very complicated and controversial matter when you get to details. I would rather generalize that if we should have arbitration to settle any differences of opinion in the broadcasting industry, I feel that we have enough men of good will and of sufficient intelligence on each side—that is to say the networks and the stations—to bring about a very worthwhile system if they would apply themselves to the task.

Q: There's a limited self-regulation developing in the television industry now in NARTB's code of ethics. Does that tend toward the type of self-regulation you are thinking of? Might that be one phase of it?

A: That is one phase of it, yes. Naturally we don't want censorship from any court or legislative body and we must have self-regulation within the broadcasting industry, as the motion picture industry has with its code, in order to keep off the air objectionable material.

Q: Thus, you approve of censorship if the industry censors itself as it does in the Code, but you don't want any government outfit coming in and censoring programming. Is that right?

A: Absolutely. But I was thinking of arbitration as being more concerned with business practices within the industry, such as this controversial network option time issue, or perhaps matters like the length of a franchise or the renewal of a franchise between the networks and their affiliates. Other areas of controversy might be in the networks' spot sales practices or in stations dropping certain network programs for local programs. Those are business matters which, in my opinion, can only be properly arbitrated from within the industry with a formal arbitration setup.

Q: You mentioned the length of a network's contract with its affiliates. Do you think that that should be an industry matter and not an FCC matter, for example?

A: I'm not referring to the FCC. However, I do not believe that any court or any legislative body can say to the network or to the affiliate that their franchise should run two years or three years or five years. They can say it, but they're apt to be wrong, because many business problems arise that are not quite clear to the man who isn't engaged in the business every day. I recognize that the FCC must have some say as to the length of the contracts. However, the present two-year limit is archaic. It was adopted about 10 years ago when television had hardly begun.

Q: Does that mean you would advocate the repeal of at least that section of the present FCC rules which limits affiliation contracts to two years?

A: I think this: that had that rule not been in effect most affiliates of the television networks will agree that they would have preferred a longer franchise and that the public's as well as their own interests would have been better served if they had been permitted to have a longer franchise with the network. I believe the American public's interest would have been better served, because the broadcaster could proceed with providing all the facilities and all the necessary expenditure of money if he was assured of a continuous supply of fine programs—not only entertainment but public service programs and news from the network. I know the Commission would extend that period if it invited and considered the views of the industry.

Q: At the original network monopoly hearings, one of the reasons advanced for limitation of affiliate contracts was to prevent monopoly. If the industry controlled the length of contract do you think that there would be less monopoly, less domination, than under strict federal control?

A: I certainly do. As I have pointed out previously, I have found in the past 30 years in the motion picture industry that in every attempt to curb so-called monopolistic practices everyone has been honest and everyone has had every good intention. But for the courts and the legislatures to substitute their judgment for the industry's judgment in a complex business, which is really an art almost as much as it is a business, has resulted in more monopoly for the producer-distributor.

There may be some towns or some situations in which a one-year affiliation agreement would be best for both the station and the network. There might be some places in which a five-year franchise might be best. But I don't believe it should be limited by legislative action. I think it should be arrived at by a business negotiation between the network and the broadcaster and if they're unable to agree on what they consider to be fair and equitable it should go to arbitration within the industry. I believe that form of procedure would enable the broadcasting industry to render better service to the American public than a hard and fast rule on the length of the franchise.

THE CASE FOR OPTION TIME

Q: A proposal has been made that stations should not be allowed to broadcast network programs between 8 and 9 p.m. The theory seems to be that film producers would then have a chance to sell their product to stations for use in this prime evening hour. Do you think this added free time actually would promote the use of theatrical films and films especially produced for television?

A: In my opinion, if you take away the option that is the guarantee to advertisers and sponsors that their expensive programs will be assured of a good time segment in the major markets, you take away from the public in direct proportion the excellent dramas, documentaries, top news, public service and educational programs. I am not prepared at this moment to say exactly what hours might be the best hours for network option time. There may be some change necessary, but that is a matter that would require a lot of study and could be eventually arrived at if there was to be a reasonable and sensible change from within the industry by arbitration rather than to be set by some inflexible legislative or court action.

If you propose to permit this hour to be filled only by the film producers, since I presume it would require top quality programs for retention of your audience at this hour, then I ask the question: "What responsibility would they have for supplying any public service programs and what would they charge for the film, which would be undoubtedly pure entertainment?" I answer myself to

'FILM PRODUCERS WOULD NOT ACCEPT RESPONSIBILITY FOR ROUNDED-OUT PROGRAMMING'

say "none" to the first part of my question, and "all the traffic would bear" to the second portion, and without any responsibility for the continuous completely rounded out daily programming of the station.

Q: Are you saying that the film producers are not obligated to provide sustaining programs of the type the network provides?

A: I don't know of any film producers that are providing public service programs without charge. I don't believe that they could afford to do that. But I do know that although at WTVJ we've been in a one-station market, we are using a good many syndicated film shows. We are also using a good deal of motion picture film. They're not always on during the prime hours that they would like to have, but that's always a matter, one, of negotiation, and two, of the fact that we have to provide our networks with the option time in order for them to give us the other services which we've been discussing.

I repeat, this option time may be too much or it may be too little. I'm sure that the networks feel they should have more option time and that a good many broadcasters feel they should have less, but whether they should have more option time or less option time I don't believe should be dictated by the film producers who are simply in business to make money. I believe the American people's desire for public service programs and the business judgment and the responsibility of the broadcasters who operate in this phrase "public necessity, convenience and interest" should regulate and determine that.

Q: Mr. Wolfson, have you discussed this proposal for an arbitration system with others in the television business?

A: I have not. The reason why I'm discussing it now is that I feel for television, as I have for many years in the motion picture industry, that arbitration is far superior to any legislative or court action. Since there has been such tumult and agitation at this time for court action and legislative action by some broadcasters, I wanted to point out that in my opinion the way to a better industry does not lead through the courts or legislatures. If there are as many problems as some persons indicate there are in the broadcasting industry, then relief should be accomplished through arbitration, which I think is more realistic and practical.

Q: Several months ago after some motion picture exhibitors testified before the Senate Small Business Committee, the committee asked the Department of Justice to give it a report on how the Paramount case has worked out. The Department of Justice starts out its report by saying that the main problem of exhibitors, low attendance, is due primarily to the advent of television. Mr. Wolfson, you've been an exhibitor and now you're a television broadcaster. Would you agree with that? Is there a conflict between your interest in theatres and your interest in broadcasting?

A: I agree in part with the Department of Justice that a good deal of the problem of the motion picture industry is caused by the competition of television. But it is my opinion—and I think most people in the motion picture industry will agree with me—that to a great extent the problems of the industry are also caused by an inadequate supply of pictures. The American public for the past several years has been losing the habit of going to the motion picture theatre regularly, because under the present setup, brought about by the so-called Paramount antitrust case, fewer and fewer motion pictures are being made.

At the same time, there is no gainsaying the fact that television does compete with motion pictures for the viewer's time, and the answer to that, as far as the motion picture industry is concerned, is to do what because of the Paramount antitrust case they haven't been able to do and that is to produce more pictures and better pictures and to sell them at a price which will not cause the exhibitor to raise his admission charges above what the public is willing to pay. The scarcity of pictures and the high price of film rentals have not only caused the motion picture fan to have less entertainment and the theatre to have fewer pictures, but they have caused admission prices to go up considerably, which is also a deterrent to the public attending motion pictures.

Q: Do you have any conflict between your activities as a broadcaster and as a motion picture exhibitor?

A: None whatsoever. We have found that it makes good sense and good business to do everything in the theatres to attract as many people as we can through better theatres, good projection and good sound, good air conditioning, comfort, parking and all those things. We've also found that it is bad business and impractical to ever have anything except the best and the utmost good programming in our television business.

Q: Mr. Wolfson, you mentioned earlier that you think the networks should be permitted to own a limited number of stations. Do you have any particular limit in mind, the present number or any other?

A: Yes. The number of owned and operated stations must be limited, of course, and for other group owners as well as the networks. The present allowance of five vhf and two uhf stations should be the absolute maximum. Each of these stations is regulated, as are all broadcasters, by the FCC.

Q: Why do you think that a limitation of that size is desirable?

A: I believe that the main reason the Paramount antitrust suit was foisted on the motion picture industry was because of size. For example, Paramount Theatres, owned and operated by Paramount Pictures, had over 1,000 theatres in its chain. Some of the other producers had very large circuits, not quite that large, but with more than 500 theatres. Also, some of the large independents, like the Schine circuit in the Northeast and the Griffith circuit in the Midwest and the Crescent independent circuit in the South, eventually accumulated over 200 theatres. By reason of the buying power and other monopolistic power their great size gave them they did some things which the independent theatre operator found almost unbearable. Much of the agitation for the antitrust case was brought about by the fact that these chains were not limited to a reasonable number of outlets.

I think the same thing could happen in the broadcasting industry. If some very large operator was able to go out and get more than seven television stations, he would have enough power under the system of present day broadcasting to adversely affect the independent broadcaster, so that there would be even more agitation for antitrust and legislative action. I think that the present limit of five v's and two u's is a reasonable amount and the chains and networks at this size cannot be accused of monopoly in any reasonable opinion. But by all means it must not be extended to permit any one group to have any more of the American public's air rights than the present limit.

Q: Now, that limit was set by federal regulation. Are you in favor of federal regulation to that extent or do you think that the limit to the number of stations one interest can own should be set by the industry itself through arbitration?

A: I would say that it doesn't make any difference who does it. In this discussion we've been talking more or less about regulation of networks and regulation of the industry by court and legislative action, and nothing that I have said means that I desire that the FCC give up its obligation and responsibility to regulate the broadcaster. I think that should remain. I think that's a matter which has been accepted and tried and is working very well. I simply don't want to extend that regulation to a legislative body and to the courts.

Q: You mean, government should not get into the business side?

A: Yes, but more than that, not infringe on the freedom of television to inform the public. The newspapers of this country and the magazines and the nationwide syndicates have been able to resolve their major differences among themselves and it would, of course, have been a great error to have legislative and court action try to regulate them. The great danger there is one of taking away free speech from the American people. I think that most people in the country agree that broadcasting—television and radio—is one of the great mediums of free speech and I don't believe that anyone in this country wants anything done through legislative or court action which will endanger that fundamental prerogative of the people of our country.

Q: There's enough regulation as is?

A: There's enough regulation as is.

Effective immediately

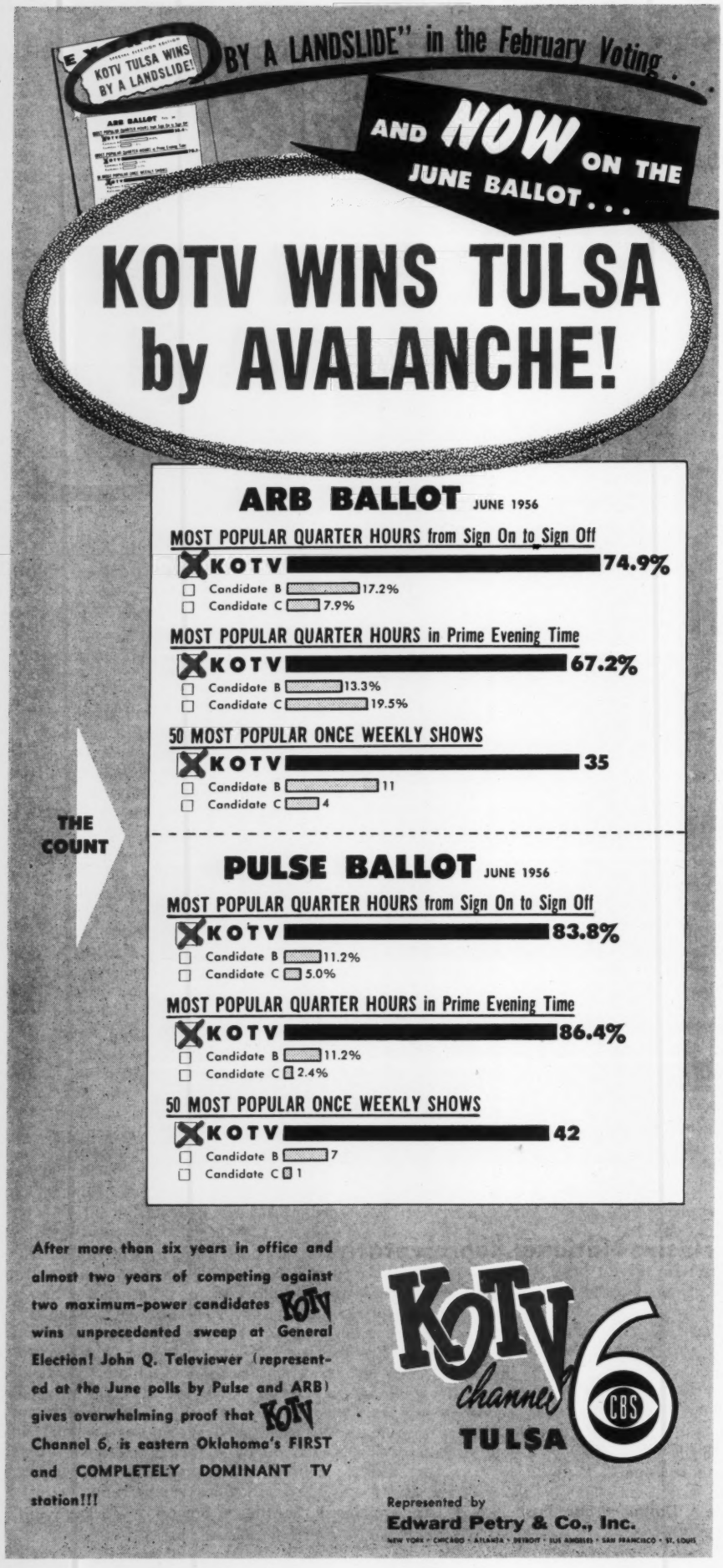
WPTZ

CHANNEL 5

NBC and ABC for the Plattsburgh-Burlington-Montreal markets announces the appointment of . . .

As Exclusive National Representative

New York • Chicago • St. Louis • Detroit • Dallas • San Francisco • Los Angeles • Seattle • Boston • Jacksonville


KOTV TULSA WINS BY A LANDSLIDE!
BY A LANDSLIDE" in the February Voting . . .
AND NOW ON THE JUNE BALLOT . . .
KOTV WINS TULSA by AVALANCHE!
ARB BALLOT JUNE 1956
MOST POPULAR QUARTER HOURS from Sign On to Sign Off
KOTV 74.9%
Candidate B 17.2%
Candidate C 7.9%
MOST POPULAR QUARTER HOURS in Prime Evening Time
KOTV 67.2%
Candidate B 13.3%
Candidate C 19.5%
50 MOST POPULAR ONCE WEEKLY SHOWS
KOTV 35
Candidate B 11
Candidate C 4
THE COUNT
PULSE BALLOT JUNE 1956
MOST POPULAR QUARTER HOURS from Sign On to Sign Off
KOTV 83.8%
Candidate B 11.2%
Candidate C 5.0%
MOST POPULAR QUARTER HOURS in Prime Evening Time
KOTV 86.4%
Candidate B 11.2%
Candidate C 2.4%
50 MOST POPULAR ONCE WEEKLY SHOWS
KOTV 42
Candidate B 7
Candidate C 1
After more than six years in office and almost two years of competing against two maximum-power candidates KOTV wins unprecedented sweep at General Election! John Q. Televiewer (represented at the June polls by Pulse and ARB) gives overwhelming proof that KOTV Channel 6, is eastern Oklahoma's FIRST and COMPLETELY DOMINANT TV station!!!
KOTV channel 6 CBS TULSA
Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Television, Screen Producers to Merge

National Society of Television Producers, Screen Producers Guild vote to arrange consolidation by Oct. 1. Members are responsible for majority of theatrical and tv film releases.

MERGER of the National Society of Television Producers with the Screen Producers Guild has been decided upon following meetings between the two organizations, it was announced in Hollywood last week by Samuel G. Engel, SPG president, and William Self, NSTP president. A committee of members from both organizations has been named to arrange for formal merger by Oct. 1.

SPG was formed in 1950 and represents producers of 95% of all U. S. feature films for theatrical release. NSTP, organized in 1949, represents the major portion of Hollywood's tv production executives.

"It is our firm conviction that this unification of the production brains and heart of our industry offers the greatest single step toward production integration and the development of new talent in the past decade," the two presidents said. "We are determined that the organizational integration of producers will bring powerful impetus to the development of additional creative talents for the healthy advancement of the film industry. This move is bound to bring us new directors, writers, musicians and other creative talent for the benefit of all filmed entertainment."

At a roundtable news luncheon held Monday, nine theatrical film producers agreed that tv definitely is a potential source of new stars and writers, but believed established boxoffice names are committing professional suicide by exposing themselves in weekly tv series. Producers Jerry Wald and Bill Thomas noted instances in which top movie stars could not command their usual price in theatre films after they had begun tv shows. Mr. Wald also expressed the view that the Ringling Bros.-Barnum & Bailey Circus killed itself by over exposure on television.

McConnaughey to Address W. Va. Broadcasters Meet

FCC CHAIRMAN George C. McConnaughey will address the West Virginia Assn. of Broadcasters at its Aug. 17-19 meeting to be held at the Greenbrier, White Sulphur Springs. He will speak at the Aug. 17 dinner session. James W. Blackburn, of Blackburn-Hamilton Co., station brokerage firm, will speak Aug. 18 on the topic, "Do You Know the Value of Your Station?" Jack R. Blume, of Fly, Shuebruk, Blume & Gaguine, Washington communications law firm, will discuss "Political Problems Concerning the Broadcasters." WVAB officers are A. Garen Ferrise, WMMN Fairmont, president; Robert F. Ferguson, WTRF-TV Wheeling, vice president, and C. Tom Garten, WSAZ Huntington, secretary-treasurer.

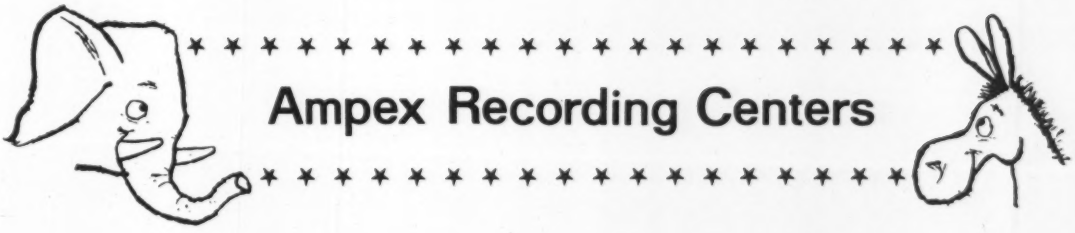
RAB 'Sales Blitz' Team To Invade San Francisco

WHEN RADIO Advertising Bureau launches the third phase of its national "sales blitz" on Thursday in San Francisco, the RAB presentation team will show 45 Bay Area advertisers a special research project listing market data through 1960.

The presentation piece, designed specific-

Ampex & "Scotch" Brand Magnetic Tape announce:

Free tape recording service for convention broadcasters



Covering the Democratic and Republican National Conventions for your station? The Ampex Corporation offers broadcasters a unique convention service—completely equipped tape recording studios in Chicago at the International Amphitheater and Conrad Hilton Hotel and in San Francisco at the Cow Palace and Fairmont Hotel.

Accredited broadcasters are cordially invited to tape their programs and interviews in the privacy of individual studios, using the professional facilities of the Ampex Recording Centers.

These Centers will be open throughout the conventions. Engineers will be on hand at all hours to record your shows with Ampex equipment on "Scotch" Brand Magnetic Tape. For "on-the-spot" coverage, a limited number of portable recorders will be available. There's no charge. Completed tapes will be rushed by air to your station.

A service to the broadcasting - telecasting industry sponsored by

AMPEX CORPORATION & SCOTCH BRAND Magnetic Tapes

ally for the San Francisco market, details market projections for population, income and retail sales through 1960, covering food, drug and chain stores, eating and drinking habits, furniture and household goods sales, automobile use, etc. Through these facts and figures, RAB hopes to drum up additional radioactivity in the Bay Area.

The RAB "team," fresh from "blitzes" in Boston and Chicago, is headed by President Kevin B. Sweeney and includes Vice President and General Manager Jack Hardesty, Sherril Taylor, vice president in charge of promotion, and Station Service Director Arch Madsen.

NARTB Makes Additions To Headquarters Staff

TWO ADDITIONS to the NARTB Washington headquarters staff were announced last week by NARTB. Walter J. Murphy joins the legal department, reporting to Robert L. Heald, chief attorney. Joseph A. Gawler becomes a staff assistant to the Tv Code Review Board under Edward H. Bronson, code director.

Mr. Murphy is a *cum laude* graduate from Notre Dame and holds an LLB from Georgetown Law Center. He is in the Naval Reserve.

Mr. Gawler will work in the code board's monitoring unit. Recently he was assistant director at WTOP-TV Washington, working on a number of CBS-TV programs. He attended Georgetown Prep and U. of Maryland.

Pay-Tv Objections Noted

BOOKLET presenting the broadcasting industry's views against pay television was published last week by NARTB [CLOSED CIRCUIT, July 30]. It summarizes statements by public officials, viewers and others, answering "underwritten publicity campaigns designed to put pay-tv into the American scene as quickly as possible."

Public opposition to pay-tv as shown in surveys by Elmo Roper & Assoc. and a half-dozen newspapers is reviewed. All that pay-tv would prove, it is stated, "is that a small minority could make pay-tv profitable for its promoters." The final outcome of the proposed service, now before the FCC, will be decided on a public interest basis, it is explained.

4A Names Radio-Tv Committee

MEMBERSHIP of the planning committee for the tv-radio creative workshop meeting of the 1956 Eastern Annual Conference of the American Assn. of Advertising Agencies was announced last week by Adolph J. Toigo, Lennen & Newell, chairman of the AAAA's eastern region. The conference will be held at the Hotel Roosevelt in New York Nov. 27-28.

John J. Devine of J. Walter Thompson Co. has been named chairman of the planning committee. He also is chairman of the AAAA committee on television and radio administration. Members of the planning committee are Robert Foreman, BBDO; Harry W. McMahan, McCann-Erickson; William Colihan, Young & Rubicam; Herbert Gunter, Ted Bates & Co.; George Wolf, Ruthrauff & Ryan, and Robert V. Walsh, VanSant, Dugdale & Co.

NARTB Code Plaque Mailed

TV STATIONS and networks subscribing to the NARTB Television Code have been mailed plaques bearing the code seal for office-studio display. G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the NARTB Tv Code Review Board, said 290 subscribers are taking part in the code project.

Weber Program Chairman For Fall ANA Convention

RAY WEBER, advertising manager of Swift & Co., last week was named program chairman for the 47th annual meeting of the Assn. of National Advertisers, scheduled for Oct. 22-24 in Chicago's Drake Hotel.

One of the highlights of the convention will be the annual election of ANA chairman and vice chairman of board members. Edwin E. Ebel of General Foods Corp. is the current chairman and George Mosley of Seagram Distillers is vice chairman.

Serving on Mr. Weber's program group will be: Louis Berger, Joseph Schlitz Brewing Co.; Bob Bischoff, State Farm Mutual Insurance Co.; Roger Bolin, Westinghouse Electric Corp.; E. R. Bonnist, Cooper-Bessemer; Barney Corson, Tidy House Products; Dick Drake, Felt & Tarrant; George Eddy, Parker Pen Co.; Edmond Eger, Admiral Corp.; Victor Elting, Quaker Oats Co.; Jim Fish, General Mills; Jack Green, Toni Co. Div. of Gillette Safety Razor Co.; Alvin Greisedieck Jr., Falstaff Brewing Co.; Frank Hawkins, Libbey-Owens-Ford Glass Co.; Gordon Howard, Elgin Watch Co.; Joe Jents, Crane Co.; Bert Jones, Link Belt Co.; David Kutner, Motorola Inc.; John McLaughlin, Kraft Foods Co.; Mike Peckels, International Harvester Co.; Alex Rogers, Libby, McNeill & Libby; Robert Runge, Norge Sales Corp.; James Sachs, A. Stein & Co.; Gus Shallberg, Borg-Warner; Gerry Shappell, Sealy Inc.; P. L. Shupert, Miles Labs; Ken Skillin, Armour & Co.; Hale Talbot, Pure Oil Co., and Stuart Watson, S. C. Johnson & Son.

PLAYBACK

QUOTES WORTH REPEATING

ON RADIO-TV ACCESS

Samuel D. Shuman, associate professor of Wayne U., writing for the U. of Michigan Law School's forthcoming "Current Trends in State Legislation":

THE FACT that television for all practical purposes can transmit only what actually happens suggests that tv and radio are closer to being "electronic journalism" than entertainment. Hence, radio and television should be granted access where journalists are generally permitted.

To deny access to the electronic reporters is to sanction continuance of news reports not as they actually occur, but rather as they seem to an editor who secures his impression of events from a reporter. . . .

The pressing need for publicity about what actually happens at judicial proceedings, as distinguished from the comic-book or movie versions, and the fact that publicity is the most important deterrent to corrupt or despotic administration of justice, make it desirable to reconsider the blanket prohibitions of Canon 35.

Indeed, it is quite possible that proper use of radio and television at judicial proceedings may result in the attainment of some of the very objectives . . . of Canon 35. If radio and tv coverage is permitted, it may eliminate, and certainly will diminish, the undesirable condition of an overcrowded courtroom and court corridors, and thus help preserve the dignity of the court.

IS IT INEVITABLE?

Paul MacNamara, vice president of International Telemeter Corp., a major advocate of subscription tv, writing in the Christian Science Monitor:

THERE can be no question that if tv is to continue to expand, some kind of pay-as-you-see tv will have to be introduced.

Recently, CBS conducted a survey that brought out the fact that the present advertising economy, which is responsible for tv, is able to support the operation of approximately only 600 stations in the United States. And yet the FCC allocated 1,800 stations for the United States, believing that 1,800 stations would be the necessary number to make tv available to the American public.

How then is the present advertising economy (which is directly related to United States business, which is at an all time high), now able to support only 600 stations, ever going to be able to support another 1,200? The answer is never—without pay-as-you-see tv. . . .

Let there be no question that pay tv could work a revolution in the economics of the entire entertainment and sports world, and it will come sooner or later no matter what, since without it television is limited because the advertisers' dollars simply are not enough.

15% COMMISSION, 1½% PROFIT

Robert F. Carney, board chairman of Foote, Cone & Belding, speaking before the Stanford U. Business Conference July 25:

TODAY'S agency must provide its clients with a great many marketing services and all of them must be paid for out of commissions on billings. You hear a lot about the 15% commission and how some agencies have grown fat at the expense of their clients. The implication is that agencies do not give fair value for the compensation received.

In isolated instances in the past that may have been true. But it was never generally prevalent and it certainly isn't true now. Today agencies try to make a net profit after taxes of about 1½% of total billing. Thus an agency with gross sales of $10 million hopes to wind up the year with a net profit of about $150,000. And it doesn't always succeed.

*Announcing the appointment** *of*

HEADLEY-REED CO.

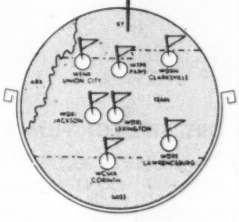
as national representatives for

WDXI-TV
JACKSON, TENN. CHANNEL 7

CBS TELEVISION

and

THE DIXIE NETWORK



WDXI-TV—CHANNEL 7
Jackson, Tennessee

RADIO STATION WDXI
Jackson, Tennessee

RADIO STATION WENK
Union City, Tennessee

RADIO STATION WDXE
Lawrenceburg, Tennessee

RADIO STATION WTPR
AM-FM
Paris, Tennessee

RADIO STATION WDXN
Clarksville, Tennessee

RADIO STATION WDXL
Lexington, Tennessee

RADIO STATION WCMA
Corinth, Mississippi

* effective August 1st

LARGE MARKET SPONSORS PREFER FILM

NARTB '1956 Film Manual' shows that live programming sponsorship trails in areas of over 500,000 sets but leads on an all-station basis.

MORE tv station film programs are sponsored in markets with 500,000 or more receivers than is the case with live programs, according to the *1956 Film Manual* published last week by NARTB. In smaller markets, more live than film programs are sponsored, it is shown, and on an all-station basis, the same trend prevails.

A three-chapter volume covering basic film and program information, the NARTB study offers chapters on programming trends, case histories of film policies and procedures and the use of free films. The survey of programming was analyzed in the manual by Richard M. Allerton, research director. Dan W. Shields, assistant to Tv Vice President Thad H. Brown Jr., edited the manual.

Mr. Brown said the survey, third of an annual series, shows that stations devote over 30% of their time to local film origination. He added that film programming increased from a weekly average 29 hours 24 minutes in 1954 to 32 hours 48 minutes in 1955. The survey is based on data for a typical 1955 week from 45% of the NARTB tv membership, or 26% of all tv stations.

Average weekly operating schedule for the stations was found to total 104 hours 2 minutes, an increase of 5 hours 37 minutes from 1954 to 1955. Network and local film hours have risen slightly but local live hours have declined.

On an all-station basis, the percentage of sponsored film programs increased 3% in a year. Sponsored live programming increased 1%. The percentage of time devoted to all local programming dropped 1%, with local live dropping 2% and local film increasing 1%.

Groups with the smallest and largest number of tv families have highest percentages of film programming. By days, Saturday was found once again to be the day with the heaviest film programming. Sunday was second.

More syndicated films are shown than feature films, according to the survey, but the feature films occupy more total program hours than any other type of film because they often are two or more times as long as the syndicated types.

All but 2% of stations were found to use syndicated films; 14% did not use short subjects; 55% did not produce any films of their own and 11% did not use free films. Greatest use of film is in the evening (6 p.m. to sign-off), according to the survey, with 49% of the showings occurring in this period. On the other hand, it was found that more film is being used in the morning hours than was the case in 1954. Both live and film programming costs have risen, it was shown.

The manual's chapter on non-rental or free film was written by Elaine Phillips, film director of WSPD-TV Toledo, Ohio, and a member of the NARTB Television Film Committee. Miss Phillips explains that although free film comprises only 8% of average programming hours allotted to films, it is the third most popular category, with 89% of stations using the product. Topics discussed are sources of free film, acceptance, usage by station and films for special dates.

The five case histories in the manual are based on KCBW-TV Salinas, Calif.; WFMY-TV Greensboro, N. C.; WKY-TV Oklahoma

AVERAGE HOURS PER WEEK BY TYPE OF PROGRAMMING

	No. Tv Families in Market					
	Up to 100,000	*100,000-250,000*	*250,000-500,000*	*500,000-1,000,000*	*1,000,000 and over*	*All-Station Average*
Network hours	31:48	53:36	64:48	53:06	59:48	54:54
Local hours	47:12	46:48	45:12	57:48	65:18	49:48
*Live	14:36	14:42	16:00	21:00	23:18	17:00
*Film	32:36	32:06	29:12	36:48	42:00	32:48
Total operating hours	78:20	100:24	110:00	110:54	125:06	104:02

* The sum of live plus film hours equals local hours.

AVERAGE WEEKLY COSTS OF FEATURE FILM PROGRAMMING

	FILM COSTS		LIVE TALENT COSTS Connected With Presentation		PRODUCTION COSTS Connected With Presentation	
No. tv families in market	*Average Weekly Film Cost*	*Average Film Cost Per Hour*	*Average Weekly Live Talent Cost*	*Average Live Talent Cost Per Hour*	*Average Weekly Production Cost*	*Average Production Cost Per Hour*
Up to 100,000	$ 382	$ 29	$ 51	$11	$116	$16
100,000-250,000	570	39	50	9	136	17
250,000-500,000	858	62	95	21	113	23
500,000-1,000,000	1,516	75	151	26	126	19
1,000,000 and over	3,462	155	252	25	563	56

AVERAGE WEEKLY COSTS OF SYNDICATED FILM PROGRAMMING

	FILM COSTS		LIVE TALENT COSTS Connected With Presentation		PRODUCTION COSTS Connected With Presentation	
No. tv families in market	*Average Weekly Film Cost*	*Average Film Cost Per Hour*	*Average Weekly Live Talent Cost*	*Average Live Talent Cost Per Hour*	*Average Weekly Production Cost*	*Average Production Cost Per Hour*
Up to 100,000	$ 926	$ 94	$ 39	$17	$169	$29
100,000-250,000	923	126	40	20	99	38
250,000-500,000	1,651	280	73	29	109	55
500,000-1,000,000	2,164	281	91	36	49	19
1,000,000 and over	5,712	571	354	53	510	69

AVERAGE WEEKLY COSTS OF SHORT SUBJECT FILM PROGRAMMING

	FILM COSTS		LIVE TALENT COSTS Connected With Presentation		PRODUCTION COSTS Connected With Presentation	
No. tv families in market	*Average Weekly Film Cost*	*Average Film Cost Per Hour*	*Average Weekly Live Talent Cost*	*Average Live Talent Cost Per Hour*	*Average Weekly Production Cost*	*Average Production Cost Per Hour*
Up to 100,000	$ 112	$ 49	...	...	$ 85	$45
100,000-250,000	166	49	$ 24	$20	...	...
250,000-500,000	217	78	77	43	52	25
500,000-1,000,000	353	74	150	38	102	41
1,000,000 and over	1,061	123	148	55	23	23

AVERAGE HOURS OF WEEKLY LOCAL FILM PROGRAMMING BY TYPE OF FILM

	Avg. Hrs.		*Avg. Hrs.*
Feature Film		*Short Subjects*	
Morning	3.6	Morning	1.7
Afternoon	7.8	Afternoon	2.8
Evening	7.2	Evening	1.2
Total	15.8	Total	4.1
Syndicated Film		*Film Produced by Stations*	
Morning	1.4	Morning	1.1
Afternoon	2.5	Afternoon	0.7
Evening	7.4	Evening	1.5
Total	10.3	Total	1.8

AVERAGE WEEKLY TALENT AND PRODUCTION COSTS OF LOCAL LIVE PROGRAMS

No. tv families in market	*Talent Costs*	*Production Costs*
Up to 100,000	$ 265	$ 600
100,000-250,000	283	429
250,000-500,000	860	870
500,000-1,000,000	1,378	774
1,000,000 and over	6,741	1,464

Not just FIRST in the eyes . . .

but FIRST in the HEARTS of OKLAHOMANS!

You know how it is with a woman. She trades at certain stores, buys from certain people because she *likes* them.

Oklahoma families have the same kind of warm regard for WKY-TV . . . they *like* it . . . the programs, the personalities, and the *products* advertised.

Maybe it's because of 36 years of community service, ever since WKY radio was the first station in Oklahoma.

We wouldn't try to *explain* this power of persuasion . . . we're just glad we've *got* it for you.

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
WSFA-TV, Montgomery, Ala.
Represented by THE KATZ AGENCY, INC.

Channel 4
© WKY-TV NBC ABC
THE NATION'S FIRST COLOR TELEVISION STATION
OKLAHOMA CITY

City; WMT-TV Cedar Rapids, Iowa, and WSPD-TV. Each case covers film purchasing. personnel, film equipment, film facilities, operational procedures and programming, specifications and engineering. An appendix shows suggested free film contract forms, including liability and clearance provisions, and the motion picture exhibition.

Harold P. See, KRON-TV San Francisco, is chairman of the NARTB Tv Film Committee. Other members are Paul Adanti, WHEN-TV Syracuse, N. Y.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Miss Phillips; Irving Rosenhaus, WATV (TV) Newark, and Raymond Welpott, WRGB (TV) Schenectady.

20th Century-Fox Package Grosses $2 Million in Sales

IN LESS than two months after its release to television, the 20th Century-Fox package of 52 feature films has been sold in 57 markets for gross sales of more than $2 million, it was announced last week by Harold Goldman, vice president in charge of sales for National Telefilm Assoc., New York, distributors of the package.

In the past several weeks, Mr. Goldman said, the feature package has been sold to more than 20 stations. The air date for the package is September. Mr. Goldman also reported that KONO-TV San Antonio (ch. 12), which is scheduled to begin operations Jan. 1, 1957, has bought the entire NTA film catalogue with the exception of the Paramount short subjects library and the *Sheriff of Cochise* series, currently being co-produced by NTA and Desilu Productions. The purchase price was estimated at $150,000.

$250,000 Set

SCREEN GEMS Inc. last week began construction on permanent sets designed for tv use at a cost said to be about $250,000. The largest single unit of sets, which will be used in producing the new *77th Bengal Lancers* series, will be located at Vasquez Rocks, about 45 miles from Hollywood in the Mojave Desert, where a replica of a 3½-acre fort will be built. The company also will renovate sets at the Columbia Studios ranch in Burbank and construct an Indian jungle at a location still undetermined. The *Lancers* series is scheduled to be presented over NBC-TV this fall on Sundays (7-7:30 p.m. EDT) under the sponsorship of General Foods Corp. (Jello div.), White Plains, N. Y., through Young & Rubicam, New York.

CBS Film Names Perkinson

APPOINTMENT of William Perkinson as manager of the Los Angeles office of CBS-TV film sales is being announced today (Monday) by Thomas W. Moore, general sales manager of the organization. Mr. Perkinson succeeds Mr. Moore, who recently assumed his current post [B•T, July 30]. Mr. Perkinson, who was born in Peking, China, and educated in the U. S., joined the Chicago office of CBS-TV Film Sales in 1952 and subsequently was named supervisor of the office. His successor in Chicago will be named at a later date.

come on in— the music's cool

for jazz that really sends, in a library service geared for professional programming on the local level, you can't beat Sesac's top quality "N" Section

Will Bradley
Billy Butterfield
Buddy De Franco
Stan Freeman
Skitch Henderson
"Peanuts" Hucko
Richard Maltby
Tony Mottola
Eddie Safranski
Lou Stein
and many other outstanding artists

write, wire, phone
THE sesac TRANSCRIBED LIBRARY
(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19

Filmack Studios Shows New Action Facilities

NEW, live action studio facilities for production of tv film commercials were unveiled by Filmack Studios, Chicago, in an open house for television, advertising and motion picture representatives last Wednesday.

Irving Mack, president of the New York-Chicago firm, which produces theatre trailers as well as film commercials, described the new sound stage as another step "in a long range program of expansion" for the company's tv division. Filmack's live action production operation is headed up by Harry H. Birch, newly-appointed executive vice president [B•T, July 23].

At a news conference, Mr. Mack predicted that within five years about 15-20% of Filmack business will be in tv commercials, but reported his company will not go into programming. Mr. Mack reported Filmack did about $860,000 in trailer volume last year—about 90% of the industry total. Of the volume in motion picture trailers, he said, 75% was turned out for theatres and the remaining 25% for tv stations. Mr. Mack predicted continued expansion of physical facilities for tv commercials in Chicago.

Telepix Ltd. of Canada Buys Official Films Series

IN A TRANSACTION said to represent "the largest figure yet paid in Canada for the purchase of single film series," Telepix Movies Ltd. of Toronto last week purchased 153 half-hour programs of the *Star Performance* dramatic series from Official Films, New York. No figures were released on the sale but a spokesman for Official said "the deal ran well into six figures."

Lloyd Burns, Telepix general manager, concluded negotiations for the package with Herman Rush, vice president in charge of sales for Official. Mr. Burns said that his company was "delighted" to have acquired the series which "ranked as the number one television show in the Dominion" during its network run under the title of *Four Star Playhouse*.

Robbins Gains British Films

RICHARD S. ROBBINS Co., New York public relations and sales promotion company, last week announced it has acquired distribution rights in the U. S. to 43 British feature-length films and 20 travelogue and human interest films. A spokesman said Robbins either will attempt to sell the product or work out an arrangement with a tv film distribution organization.

The feature film package includes 32 comedies featuring such personalities as Diana Dors, Phyllis Calvert, George Formby, Pat Kirkwood, Wallis Sellis, Guy Middleton, Gracie Fields and James Hayter. The package also contains 11 full-length dramatic features, starring such actors as Robert Ayres, John Gregson, Betty Stockfield and Joan Rice.

Isidore Lindenbaum Dies

ISIDORE LINDENBAUM, 52, president of Film Craft Productions Inc., Hollywood, died of a heart attack at his office last Tuesday. His firm filmed such shows as Groucho Marx's *You Bet Your Life* and *The Life of Riley*. A native of Massachusetts, Mr. Lindenbaum was a graduate of Harvard Law School and UCLA. He is survived by his wife, Regina.

It takes a specialist

TO SELL THE LARGEST SINGLE LISTENER-BUYER GROUP

in Louisiana's 2 biggest markets!

IN SHREVEPORT

KCIJ

is the specialist for country-music audience

Northern Louisiana is the heart of the rich Ark-La-Tex farming and industrial area where radio listeners like their music with a strong country flavor! KCIJ, specializing in country-music and news, gives listeners what they want! . . . gets listener response where it counts . . . in sales! That's why, in the 35 counties and parishes that make up this area, KCIJ is FIRST* among all independents and SECOND only to the 50,000 watter—but at nowhere near the cost!

**Pulse, March, 1956*

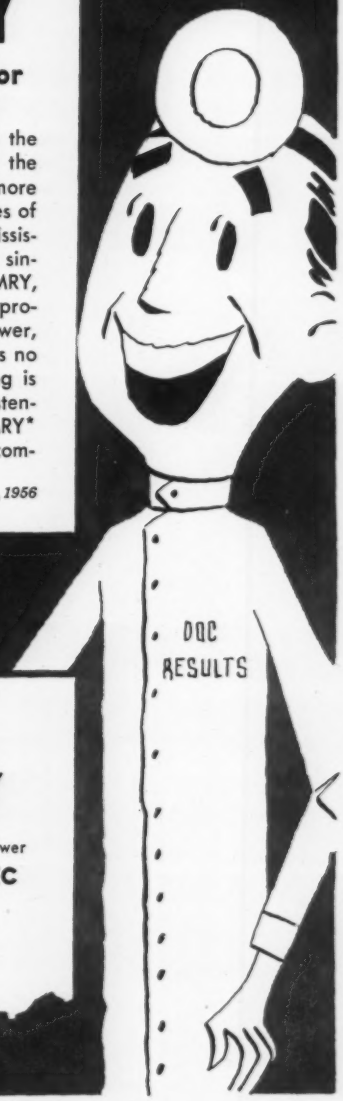
IN NEW ORLEANS

WMRY

is the specialist for Negro audience

In the New Orleans area the picture is different! Here the large Negro population in more than 20 parishes and counties of Southern Louisiana and Mississippi represents the largest single listener-buyer group. WMRY, with its exclusive Negro programming and increased power, influences this rich market as no other medium can. So strong is WMRY that more Negro listeners are tuned daily to WMRY* than to the next 2 stations combined!

**Pulse, Mar-Apr, 1956*



Put these 2 top sales specialists to work for you now!

℞ In Shreveport

KCIJ

The BIG City Station with the Country Flavor

5000 WATTS 980 KC

(NON-DIRECTIONAL)

℞ In New Orleans

WMRY

The Sepia Station—Now Double Power

1000 WATTS 600 KC

(NON-DIRECTIONAL)

SOUTHLAND BROADCASTING COMPANY

Mort Silverman, Executive Vice-President & General Manager

Nat'l. Rep.: GILL-PERNA, INC.—New York—Chicago—Los Angeles—San Francisco

THE L.B. Wilson STATION

WCKY

CINCINNATI OHIO

Cincinnati's BIG 4

LEO UNDERHILL

Sparkling humor, terse musical comments, good music make the Leo Underhill Show Cincinnati's favorite morning program.

REX DALE

The darling of the feminine sex, young and old, Rex Dale's two "Make Believe Ball Room" sessions, are "must" listening. Check his Pulse.

PAUL MILLER

He drives home with them each night, with the largest "in and out of home" audience of any Cincinnati station.

NELSON KING

King, and the Daily Hit Parade are synonomous in Cincinnati. Currently carrying the highest rating of any musical program from 4 am to 7 pm.

The Top "Disc Jockey" Combination, in the Greater Cincinnati Market.

●

For Audience—For Sales

Buy The Big 4

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY F

"Buy" Words

Underhill: "Leo Underhill Show" 6:30-10 a.m.

Dale: "Make Believe Ball Room" 10-12 a.m.; 2-4 p.m.

Miller: "Paul Miller Safety Show" 4-6 p.m.

King: "Daily Hit Parade" 6:15-7 p.m.

in the rich Cincinnati Market.

•

"Buy" Ways

WCKY has the personalities
WCKY has the ratings
WCKY has the audience
WCKY has the power

•

50,000 WATTS OF SALES POWER

BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION

WCKY

CINCINNATI OHIO

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6535

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

Douglas Asks $415,000 In 'Disneyland' Suit

ACTOR Kirk Douglas filed suit for $415,000 in Los Angeles Superior Court last Wednesday against Walt Disney, ABC-TV, three Disneyland sponsors and their advertising agencies for alleged "invasion of privacy" and unauthorized use of his "work" as an actor on *Disneyland*. He charged that a personal film taken of him riding Mr. Disney's backyard miniature train during a social affair was improperly telecast.

Named as defendants were Walt Disney, Walt Disney Productions, American Broadcasting-Paramount Theatres Inc., Swift & Co., American Motors Corp., American Dairy Assoc., B. B. Geyer Co., McCann-Erikson, Campbell-Mithun Inc. and five John Does.

Mr. Douglas also sent a letter to Walter Pidgeon, president of the Screen Actors Guild, asking that he appoint a special committee to look into the problem. Claiming the principle at stake affects every performer, Mr. Douglas asked for the support of SAG in the action. To emphasize the "test case" aspects of the suit, Mr. Douglas declared that any money (after taxes and legal expenses) he recovers in the court action will be donated to the Motion Picture Relief Fund.

In the complaint filed by his Beverly Hills attorneys, Rosenthal and Norton, there are two major points at issue: That movies taken of the star and his children riding a miniature train at Mr. Disney's home in March were used on television April 4 without his knowledge or consent, and that the Disney organization, after receipt of a notice to eliminate the footage and after agreeing to do so, proceeded to use the material a second time June 6 on the ABC-TV show.

Claiming that his status and earning power as a motion picture star is based on the kind and number of appearances he chooses to make and the amount of money which he receives for those performances, Mr. Douglas contended that his involuntary appearance on the *Disneyland* program not only was an "invasion of privacy," since he had gone to the Disney home as a guest, but also had damaged his professional reputation and earning power.

The star is asking $200,000 compensatory damages, $200,000 exemplary damages, and $15,000 as the reasonable value of his services.

Washington Production Firm Expands, Names Executives

EXPANDED production activities were announced Wednesday by Hullinger-Casselberry Productions, formerly Hullinger Productions Inc., with headquarters at Evening Star Television Center, Washington. Dr. William S. Casselberry, president of Mytinger & Casselberry, Long Beach, Calif. (Nutrilite food supplement), has been elected board chairman and will be active in the management. Edward Ware Hullinger is president.

Col. Edward M. Kirby, Washington public relations consultant and former NARTB public relations director, has been named director of the creative division. William B. Crane, formerly with Glenn L. Martin Co., Baltimore, as well as Bozell & Jacobs, will manage the Baltimore office at 204 Morris Bldg. Arthur F. Moore, formerly of Joseph Katz Co. and Young & Rubicam, has been named head of the animation department. Bert Spielvogel is director of photography.

The company will produce the 1956-57 Drew Pearson tv series, with distribution by Harry S. Goodman, New York. It also will film the upcoming political conventions for the U. S. Information Agency. Mr. Hullinger said the expansion of the firm is in line with growth of Washington as a center for production of films for tv, government and industry.

Dr. Casselberry's firm has boosted sales of Nutrilite in a decade from $50,000 to $25 million a year.

CBS-TV Film Sales Sells 'Report From Africa' to BBC

SALES of Edward R. Murrow's two-part "Report From Africa" to the BBC for showing on Aug. 21 and Sept. 10 has been announced by Leslie T. Harris, vice president and general sales manager of CBS-TV Film Sales. The two one-hour filmed programs were presented on CBS-TV last spring.

Mr. Harris voiced the belief that the sale of "prestige" programs abroad will have a two-fold effect: "Serve to elevate the stature of American culture in the eyes of Europeans" . . . and "create a more favorable climate for the sale of our commercial film products." Other public service type films being sold abroad by CBS-TV Film Sales, according to Mr. Harris, are "The Search," "Under the Sun" and certain half-hours from *See It Now* and *You Are There.*

NTA Names Kahn to Post

APPOINTMENT of Kermit Kahn to the newly-created position of advertising manager of National Telefilm Assoc. and the NTA Film Network was announced last week by Ely A. Landau, president of both companies. Mr. Kahn served most recently with Lennen & Newell, New York, as creative idea man and copy supervisor, and previously had been with J. D. Tarch & Co., New York, as assistant to the president.

STORRS HAYNES, vice president in charge of the tv and radio department at Compton Advertising Inc., signs a $500,000 52-week contract for sponsorship of National Telefilm Associates' *Sheriff of Cochise* by Socony Mobil Oil Co. in 67 midwest markets. Also present at the signing is Harold Goldman, NTA's vice president in charge of sales.

Esso Standard to Sponsor Syndicated Tv Film Series

ESSO Standard Oil Co., New York, plans to bear down on its broadcast accelerator this fall with its initial sponsorship of a syndicated tv film series. Starting sometime in October, Esso —now in 27 U. S. markets with its *Esso Reporter* tv news program—will sponsor in 49 cities an Official Films-Four Star Productions package of 30-minute dramas starring Jack Benny, Dick Powell, Charles Boyer, Teresa Wright, Ida Lupino, Ronald Coleman, David Niven and Merle Oberon.

The programs have all had network exposure at one time or another. However, 35 of these 49 cities will see the programs on a "first-run" basis and the remaining 14 on a "first run off-network" basis. Some of these markets, Esso pointed out, already carry the *Esso Reporter*, which also will expand its coverage to 32 markets, adding five cities along the eastern seaboard to its schedule.

Though spokesmen declined to list the localities involved and other specifics since "not all time purchases have been firmed up," it was understood that the programs would be used to spark introductory sales of new "Golden Esso" gasoline. Name of the program series will be *The Esso Golden Theatre.* McCann-Erickson, New York, is the agency.

RKO Signs Television Talent For Its Feature Productions

THE MAXIM "if you can't lick 'em, join 'em" seems to be working both ways. Confirmation of this was offered last week in a remark by RKO's vice president in charge of production, William Dozier, to the effect that the studio was "determined to recruit the best talent for motion pictures from all media . . . particularly television." Mr. Dozier is an old hand at "recruiting." Formerly vice president and director of CBS-TV programming in Hollywood, Mr. Dozier was a prime force in persuading some of Hollywood's top names to enter tv.

In the past few months alone, Mr. Dozier said, RKO has signed up John Frankenheimer and Allen Reisner, formerly of CBS-TV's *Climax* series; Hal Kanter, producer of NBC-TV's *George Gobel Show;* Mr. Gobel himself; independent tv packager Paul Gregory, who has produced two *Ford Star Jubilee* programs on CBS-TV; NBC-TV's *Coke Time* starring Eddie Fisher; James Arness, star of CBS-TV's *Gunsmoke;* Nita Talbot, co-star of CBS-TV's *Joe and Mabel;* freelance tv actor James Daly; tv announcer Bill Goodwin, and a number of other television personalities, some of whom, like Red Skelton, David Brian and Barry Nelson, have had prior movie commitments.

'Code 3' Sales Reported

SALE of *Code 3* tv film series to eight regional-national spot advertisers in a total of 38 markets was announced last week by Don L. Kearney, vice president in charge of sales for ABC Film Syndication.

Heading the sales activity was an 18-market purchase by Liebmann Breweries (Rheingold beer), Brooklyn, in its east and west coast distribution area. Other advertisers are Dining Car coffee, Stroh Brewing Co., National Biscuit Co., Crosley-Bendix, Petri Wine, Signal Oil, and the J. R. Simplot Co. Mr. Kearney also reported that single market sales have raised total markets sold for the series to almost 60.

VAN DEVRIES, program manager of WGR-TV Buffalo, signs for seven CBS Television Film Sales properties, representing a total of 234 half hours of programming. L to r: Pat Swift, sales manager of WGR-TV; Joseph J. Bernard, the station's general manager; Wilbur S. Edwards, general sales manager of CBS Film, and James Victory, CBS Film account executive. The programs include *Long John Silver, Holiday in Paris, Files of Jeffrey Jones, The Cases of Eddie Drake, The Whistler, Life With Father,* and longtime radio standby *Amos 'n' Andy.*

Crosley Broadcasting Corp. Buys 371 Films From C&C

CROSLEY Broadcasting Corp., Cincinnati, last week announced it has signed a $1.5 million contract with C&C Television Corp. for the rights to 371 feature films on the four Crosley tv stations—WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, and WLWA (TV) Atlanta. Crosley said contract follows C&C Television's sales concept of "cash and time-trade" in return for product.

Robert E. Dunville, Crosley Broadcasting president, who announced the transaction, said the package will "replace all other former film packages that have been associated with Crosley stations." Mr. Dunville said the contract became effective last Wednesday and immediate use of the feature films was planned.

The films were produced and released theatrically by RKO Radio Pictures and were acquired by C&C Television Corp. from General Teleradio Inc. Mr. Dunville said "the caliber of the movies involved would definitely create a great deal of excitement on the part of the viewers to the Crosley tv stations."

18 Tv Stations Purchase Two NTA Filmed Packages

NATIONAL TELEFILM Assoc., New York, has announced that it has sold the 20th Century-Fox package of 52 motion pictures in 15 additional markets, raising the total number of outlets to 36. The company also reported that its "TNT" package of 30 feature films has been purchased by four additional stations, bringing total to 97 stations.

Stations which have bought the 20th Century-Fox films are KBET-TV Sacramento, Calif.; WMT-TV Cedar Rapids, Iowa; WLAC-TV Nashville, Tenn.; KFMB-TV San Diego; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha; KCMO-TV Kansas City; WALA-TV Mobile, Ala.; WIBW-TV Topeka, Kan.; KVIP-TV Redding, Calif.; WWTV (TV) Cadillac, Mich.; KOSA-TV Odessa, Tex., plus KFAR-TV Fairbanks and KEMI-TV Anchorage in Alaska. The "TNT" purchasers are CKLW-TV Detroit, WALA-TV, WIBW-TV, and WWTV.

Sales of Official Package Now $2 Million, 130 Markets

TOTAL SALES on the "Star Performance" package of 153 filmed dramatic programs have surpassed the $2 million mark in the past four months, it was announced last week by Herman Rush, vice president in charge of sales for Official Films, New York, owners and distributors of the package. The film library, previously presented under the title of "Four Star Playhouse," currently is sold in 130 markets.

The most recent sales, Mr. Rush said, were to the Esso Standard Oil Co. in 49 markets (see separate story, page 74) and to Slenderella International in 35 markets. Previously, Official had announced a regional transaction with Budweiser (beer) for 11 markets. The package also is sold in 35 other markets throughout the country.

As a service primarily to regional advertisers, Mr. Rush revealed, Official is employing a full-time exploitation and merchandising man, who will travel throughout the country to assist sponsors with exploitation-merchandising efforts. His assistance also will be made available to local sponsors and stations.

Eight New Staffers Named By Niles Productions Inc.

ADDITION of eight new staff members and promotion of Ruth L. Ratny to creative director were announced Thursday by Fred A. Niles Productions Inc., Chicago and Hollywood tv film and motion picture firm.

New members are Douglas Robertson, supervising editor; Felix Angelers, editor; Roy Carelson, assistant editor; Mrs. Gladys May, conformist; Tom Rook, production assistant; Bernard Zalusky, artist; Sally McDonald, assist-

30 YEARS AGO...we said:

Like a DOG *with* ONE PUPPY *you'll think your Account is the only one we have!*

• ALERT . . . WATCHFUL . . . taking advantage of every opportunity to produce even greater results for our advertisers. This constant *personal* supervision has been responsible for the amazing success of hundreds of campaigns. Enthusiastic advertisers have extended contracts again and again and WIBW enjoys a national reputation for doing a "real selling job."

. . . entertainment with tested appeal . . . a time when your sales message will have the largest and most receptive audience . . . nothing is left to chance.

• Nor is vigilance relaxed once the program is on the air. Mail and sales response is analyzed . . . programs checked . . . continual improvement sought. Your campaign *must* succeed. Simple, isn't it?

Today, in our 30th year, these words are truer than ever. Personalized service to both the advertiser and the Kansas farm families that we serve, has made WIBW the most powerful single selling force in Kansas.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

See Your Capper Man
WIBW
CBS RADIO

Our 30th Year

RADIO SELLS

no matter *what* people may be doing!

*Politz finds...**

. . . that RADIO is the ONLY medium which commands people's attention while they are DOING SOMETHING ELSE. Radio is a constant, friendly companion in people's lives, present almost wherever they go or whatever else they do, all around the clock.

In Southern New England—where the average per capita income is 13% above U.S. average—67.2% of the total adult population listens to radio on the average day. Almost 4 TIMES as many people listen to WTIC as to any other station serving the area.

* Alfred Politz Research, Inc.

For complete information on this rich Southern New England Market . . .

call CHRISTAL

or write directly to

WTIC
HARTFORD
CONNECTICUT

ant to the controller, and June Weber, sales and production secretary.

Miss Ratny has been handling creative, sales promotion and public relations duties since she joined the Niles firm at its inception last December. She was previously associated with Kling Film Enterprises, WTVJ (TV) Miami and Chicago advertising agencies. The Niles organization also announced it has added four artists to its animation unit in Hollywood, bringing its total of personnel there to 18.

FILM PEOPLE

Otis W. Murray, vice president in charge of west coast operations, Pathe Laboratories Inc., N. Y. and L. A., promoted to executive vice president of firm. **David J. Melamed,** treasurer, named vice president—finance.

Lynn Gibbs, who recently headed her own public relations office in New York and previously was a member of the NBC-TV Films publicity department, appointed director of publicity and promotion for Trident Films Inc., N. Y., producer of tv programs and commercials.

Stephen Kambourian, film editor of Transfilm Inc., N. Y., promoted to supervising film editor and assistant to vice president in charge of motion picture completion department.

Jack Stephenson, N. Y. office of Alexander Film Co., Colorado Springs, Colo., producer, to general district manager for Florida, Georgia, Alabama and central Tennessee. **Jerry Laswell,** southeast district manager, to Missouri and Kansas district manager. **Allen Hartman** to N. Y. office.

Morey Reden, previously with Walt Disney Studios, Tv Spots, and Academy Pictures, appointed director of animation staff of Film Creations Inc., N. Y., producer of industrial and tv film commercials. **Michael Gambella,** Warner Bros. and U. S. Army Signal Corps in special effects and animation photography, to Film Creations as special effects cameraman.

Ben Starr, CBS-TV writer, to Briskin Productions Inc., L. A., to develop Screen Gems properties.

Raymon Hamilton, assistant to executive vice president of Flamingo Films, N. Y., father of boy, Raymon Jr., July 24.

Thomas D. Thomas, formerly director of tv commercials production at Cartoonists Inc., to North Adv. Inc., Chicago, as radio-tv producer. He will work on agency's Toni Co. and Englander accounts.

FILM SALES

Guild Films Co., N. Y., has sold *Molly* (formerly *The Goldbergs)* to WAAM-TV Baltimore, WXYZ-TV Detroit, KFMB-TV San Diego, WGEM-TV Quincy, Ill., and KSWO-TV Lawton, Okla.

Brent Gunts Productions, Baltimore, has sold *Shadow Stumpers,* tv silhouette quiz game, to WNEM-TV Bay City, Mich.; KKTV (TV) Colorado Springs, Colo.; XETV (TV) Tijuana, WSUN-TV St. Petersburg, Fla.; KFBB-TV Great Falls, Mont., and KMJ-TV Fresno, Calif.

Atlantic Television Corp., N. Y., has sold its western and feature film packages to Television Corp. Ltd., Sydney, Australia, for use on station TCN Sydney.

RCA Recorded Program Services, N. Y., announces sale of *The World Around Us,* 27 quarter-hour programs in color, to WTVJ (TV) Miami with sponsorship on alternate week basis by National Chemical Co. and Nehi Bottling Co. (Royal Crown cola).

Screencraft Pictures Inc., N. Y., has sold *Mickey Rooney Show* in 12 markets. Series originally was carried on NBC-TV during 1954-55 season.

Sterling Television Co., N. Y., reports sales of *Movie Museum* to WGBI-TV Scranton, Pa.; WSPD-TV Toledo, Ohio, and WGAN-TV Portland, Me., and *I Am the Law* to KOAT-TV Albuquerque, N. M.; WTAP-TV Parkersburg, W. Va., and WHIZ-TV Zanesville, Ohio.

Frank Block Assoc., St. Louis, agency for Southern Baptist Convention, announces *This Is the Answer* religious film series being seen on 64 stations. Color series based on biblical parables was produced for Baptist convention by Family Films, Hollywood.

Arab Information Center, N. Y., making available to stations free, 27-min. black-and-white television film titled "New Day in the Middle East." Film depicts efforts in Moslem countries in improving economy.

FILM RANDOM SHOTS

Motion Picture and Television Credit Managers Assn. has been organized in Hollywood to provide common meeting ground for industry credit problems. Officers are Herman Herles, Westrex Sound Service, president; Mike Simon, Consolidated Film Industries, vice president; Ken Jones, General Film Labs., secretary, and Charles Conklin, General Service Studios, treasurer.

Associated Artists Productions, N. Y., in move attributed to expanded activity resulting from acquisition of Warner Bros. features and library, has leased more office space at 342 Madison Ave., New York 17, across street from present headquarters at 342 Madison Ave. New space is occupied by advertising-promotion-publicity and foreign departments of AAP.

Association Films will move San Francisco office to larger quarters at 799 Stevenson about Aug. 15. New telephone number will be Underhill 1-5305.

Bonded Tv Film Service, L. A., N. Y., Chicago and Dallas, will handle Warner Bros. feature distribution for Associated Artists Productions, N. Y.

Many-Splendored Napkin

A NAPKIN is a many-splendored ($400,000) thing to Harold Goldman, vice president in charge of sales for National Telefilm Assoc., New York. NTA reported a fortnight ago that Mr. Goldman completed a transaction with Roger Clipp, general manager of WFIL-TV Philadelphia, for NTA's 20th Century-Fox package of feature films for WFIL-TV, as well as for WFBG-TV Altoona and WNBF-TV Binghamton, N. Y., for a reported $400,000. They were dining in a mid-Manhattan restaurant at the time, and Mr. Goldman did not have a contract form with him. He borrowed a napkin from a waiter, wrote out the terms and obtained Mr. Clipp's signature. Mr. Goldman says this document will be framed and hung up in his office.

WHAT PART SHOULD THE FCC PLAY IN PROGRAM CONTROL?

At least two commissioners feel it should be a major one. Bartley, in California speech, says Commission both has jurisdiction and should exercise it. Doerfer, in dissent to WQAM sale approval, says FCC missed its chance to take a firm stand on the issue.

THE PROVOCATIVE subject of programming —and the FCC's right, or lack of right, to consider the content of what goes over the air—was back in the public arena last week. The subject came to light in statements by two FCC commissioners:

• Comr. Robert T. Bartley maintained that the Commission not only has jurisdiction over the intelligence that modulates a radio wave, but that it should use that jurisdiction in considering license renewals.

• Comr. John C. Doerfer, decrying the Commission's approval of the sale of WQAM-AM-FM Miami to Mid-Continent Broadcasting Co. without a hearing, held that it had missed the opportunity of deciding whether it had the power to consider programming and, if so, what standards should be established to judge program balance.

The commissioners' attacks on programming abuses was obviously a resumption of the campaign initiated by Comrs. Doerfer and Robert F. Lee in 1955 when they dissented from the renewal of two station licenses. Comr. Doerfer dissented from the license renewal of WTIX New Orleans and Comr. Lee, that of WOL Washington. This was followed late in 1955 with programming imbalance questions raised against 21 radio stations. These, however, were all renewed several months ago when, presumably, the stations either showed the FCC it was in error regarding the amount of educational, agricultural and religious programs carried or promised to revise their schedules to increase these categories.

A similar outcry was raised earlier this year against purported over-commercialization on the air. This was brought up by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Federal Trade Commissioner Lowell Mason, FCC Chairman George C. McConnaughey and Comr. Lee.

The power of the FCC to determine program content never has been fully established. In 1946 the Commission issued its controversial Blue Book, entitled *Public Service Responsibility of Broadcast Licensees.* This "study," which attempted to assert jurisdiction for the Commission over program content, was never put into effect. Since then, a number of court decisions have upheld the right of the Commission to consider programming in comparative hearing cases as one element in determining which one of several competing applicants should receive a grant. However, the question has never been resolved in license renewal or revocation proceedings against a station.

BARTLEY SEES PROGRAMS WITHIN FCC PURVIEW

THE FCC has the right to inquire into programming, FCC Comr. Robert T. Bartley declared last week.

Comr. Bartley, a former New England broadcasting executive, took his stand on the already controversial programming question in a speech Thursday to the Southern California Broadcasters Assn. in Los Angeles.

His remarks came two weeks after the FCC agreed to take up the question of its powers regarding radio-tv program content and format after its August recess. This followed its July 19 decision approving the $850,000 sale of WQAM-AM-FM Miami to Mid-Continent Broadcasting Co. (see separate story).

Not only has the Commission the right to look at programming, Comr. Bartley held, but it should do so in certain categories. These he listed as (1) identification of program sponsors, (2) fairness in presenting both sides of controversial public issues, and (3) fairness in the presentation of news and public affairs programs.

He also spoke out against what he termed those more interested in the "fast buck" than in public service. The industry should move against such abuses, he said.

"I think the best hope for the broadcaster is to build up true circulation based upon the quality of his programs and not artificial audience-stealing gimmicks," he said. This was an obvious reference to the WQAM transfer case, where the station promotion activities of the buyer, Mid-Continent, had been questioned by the FCC.

Although Mr. Bartley was adamant on the FCC's right to look into programming, he eschewed any manner of censorship. Censorship, he defined as advance control.

"There is no basis for any such fear on the part of the broadcast industry—from the Commission, at any rate," he declared.

The Commission's right to inquire into programming has been upheld by the courts, Mr. Bartley declared. He referred to the 1941 Supreme Court decision upholding the FCC's Chain Broadcasting Rules. There, he said, the Supreme Court "met the issue squarely and held without equivocation that the Communications Act did not restrict the Commission merely as a supervisor of the traffic in the ether, but that it placed upon the Commission the burden of determining the composition of that traffic."

Comr. Bartley even had a good word to say about the controversial 1946 *Blue Book.* "I personally think it is an interesting and useful document when considering the history of the development of radio in recent years," he said.

The criteria used in judging programming at renewal time, Comr. Bartley acknowledged, are somewhat outdated. He called attention to the section of the renewal form (Form 303) which invites narrative supplement to the percentage log of program categories. He also added: "I can assure you that in considering the renewal applications, we are not slaves to percentages."

As for entertainment programs, Comr. Bartley said he felt that the Commission should place no bars of any kind on the broadcaster—except of course checking to make sure he does not overstep the legal bounds regarding obscenity, lotteries and fraud. Public taste is the arbiter here, he pointed out.

The Communications Act requires the FCC

KCRA-TV HITS 43.1%* SHARE OF AUDIENCE

- **STRONG LOCAL PROGRAMS** give KCRA-TV more Noon to Midnight audience and Sacramento's three highest-rated local participating shows:
- **WOMAN'S DAYTIME PARTICIPATING SHOW**— "Valley Playhouse," 12.4 Avg. Rating; 74.4% Share of Audience; follows "Queen for A Day" daily with Warner Bros.–Columbia Screen Gems double feature.
- **KID'S SHOW—CAPTAIN SACTO,** 11.4 Avg. Rating; 44.6% Share of Audience; 6-7 P.M. daily.
- **LATE MOVIE**—"Three Star Theatre," 9.5 Avg. Rating; 59.4% Share of Audience; 11 P.M. Saturday and Sunday.
- In total Share of Audience, KCRA-TV has 58.8% Noon to 6 P.M. and 39.4% 6 P.M. to Signoff.

*Sacramento Television Audience ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by
Edward Petry & Co., Inc.

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!

No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1
First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2
First place in Screen Gems, Inc. contest on program promotion.

ROUND 3
Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4
WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28
Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

to ensure that the source of programs be identified, Comr. Bartley declared.

He added:

"The obvious intent of Congress . . . was that the public is entitled to know the true identity of the source of a particular program. It would have been idle gesture for them merely to have required a sponsor to name its product; that comes naturally—and at times repetitiously. This action is obviously aimed at the more subtle types of propaganda. It is based on the belief by Congress that if the true identity of the source of such propaganda is known, the public will be better able to evaluate it. In this field, the Commission has an affirmative duty, in my opinion, to see to it that licensees carry out the provisions of the law to the letter."

Speaking of the responsibility of broadcasters to present both sides of a controversial issue, Mr. Bartley asserted that the broadcaster should seek out and develop with responsible individuals, groups and organizations programs relating to public issues.

And, Mr. Bartley continued, when the broadcaster takes an editorial position—and he advocated that broadcasters should not be reluctant to do so—he should not only identify it as such but take "affirmative" steps to see that equal time is afforded all other sides of the question.

"News bias is anathema. I think that 'news-slanting' by a broadcaster is an abuse of the license privilege which cannot and should not be condoned by the Commission under any circumstances," he said.

Broadcasters should help Congress familiarize itself with the questions involving program control policies, Comr. Bartley said. He seemed to imply without directly stating that the Commission may be considering asking Congress to spell out in more detail and with greater specificity the Commission's jurisdiction over programming.

Comr. Bartley was appointed in March 1952 to serve out the remainder of the term of then FCC Chairman A. Wayne Coy. Mr. Bartley was then serving as administrative assistant to his uncle, Rep. Samuel Rayburn (D-Tex.), speaker of the House of Representatives. Shortly after formation of the FCC, Mr. Bartley was director of its telegraph division. Later he was with the Securities and Exchange Commission, a vice president of the Yankee Network, director of war activities and government relations of NARTB (then NAB), secretary-treasurer of Fm Broadcasters Inc. and when FMBI was merged with NARTB, director of its fm department.

FCC MISSED ITS CHANCE, DOERFER SAYS IN DISSENT

MAJOR DISSENT by FCC Comr. John C. Doerfer accompanied the FCC's announcement Thursday that it had approved the $850,000 purchase of WQAM-AM-FM Miami, Fla., from the *Miami Herald*-John Kinght interests by Todd Storz' Mid-Continent Broadcasing Co. [B•T, July 23].

The Commission, Comr. Doerfer charged, lost an opportunity to determine once and for all whether it has the power to consider programming and, if so, what the criteria for such consideration should be.

It was understood, however, that the Commission had agreed to look into this question after it resumes regular meetings Aug. 29 following its 30-day summer recess.

The FCC's announcement on the WQAM sale came two weeks after the Commission, by a 4-3 majority, voted to approve the transfer. The WQAM sale was made necessary by the Knight group's ownership of 42.5% of ch. 7 WCKT (TV) Miami. WCKT also is owned 42.5% by the WIOD-*Miami News*-Cox interests, with Niles Trammell, former NBC president, holding the remaining 15%. The FCC's grant of ch. 7 was conditioned on the disposal of one of the two radio properties.

The Commission, in a letter to both parties, emphasized that its approval of the WQAM transfer was based solely on Mr. Storz' July 16 reply to its McFarland letter of July 11 and not on Mr. Storz' offer July 19 to discontinue immediately all contests, giveaways and other audience-building promotions.

The FCC originally told Mr. Storz that a hearing might be necessary because the "pattern of operations" in his other stations raised questions regarding the "purchasing" of listening audiences and that its apparent success might act as an inducement to other broadcasters to emulate this activity. This might, the FCC said, "limit the ability of station licensees to provide the service they consider necessary to meet the tastes and needs of their communities and result in a deterioration in the quality of the service previously rendered to the public."

The McFarland letter alluded to the Storz promotions over WDGY Minneapolis, Minn.

In recent months, WDGY Minneapolis and KOWH Omaha, both Storz stations, conducted "treasure hunts" which involved $105,000 in hidden checks. These drew large crowds, disrupting traffic and causing intense excitement in these cities [B•T, June 18].

Storz also owns WTIX New Orleans and WHB Kansas City.

Besides Comr. Doerfer, Comrs. Rosel H. Hyde and Robert E. Lee dissented to the WQAM sale. Comr. Bartley favored the grant after the majority had voted down his motion to set the transfer application for hearing on the multiple ownership question.

Comr. Bartley has called consistently for

Storz Ends Giveaway

DISCONTINUANCE of Mid-Continent Broadcasting Co.'s *Lucky House Number* syndicated promotion was ordered last week by Todd Storz, president of Mid-Continent.

In a letter to all stations leasing the promotion, Mr. Storz cancelled the contracts, and asked that all contest material be returned to Mid-Continent. Cancellation clause in the contracts requires 30-day notice.

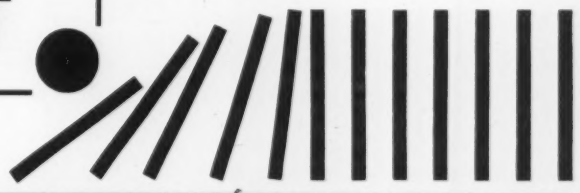
Mr. Storz explained that Mid-Continent was cancelling the promotion solely because of the questions raised by the FCC regarding the propriety of this type of programming. The questions were raised in Mid-Continent's $850,000 purchase of WQAM-AM-FM Miami from the *Miami Herald*-John Knight interests (see separate story, this page).

Stressing that the legality of the contest has not been questioned by the FCC or by state authorities, Mr. Storz concluded:

"We find it exceedingly difficult to interpret the Commission's feelings regarding these matters, and we are not presuming to say that they are even definitely opposed to the broadcasting of such a contest as *Lucky House Number*. However, we would never want to be in a position of causing any station difficulty with the Commission, either directly or indirectly, and we have made the contest available to other stations only as a service in response to repeated inquiries regarding its availability."

AUDIENCE RESPONSE

MARKET IMPACT



WFBL–SYRACUSE

THE NATION'S TOP TEST MARKET

PROVES ITS SELLING POWER KEEPS going up . . . and UP . . . AND UP ! ! !

WFBL has brought a **14.9** period rating up to **26.7.**

Get the scoop on how it has captured the Syracuse market audience in the afternoon . . . . . from *PETERS, GRIFFIN, WOODWARD, INC.*

One of the Founders Corporation's Group of Stations: Associated with KPOA and the Inter-Island network, Honolulu; WTAC, Flint, Mich.; and KTVR, Channel 2, Denver.

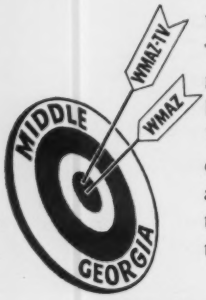
WFBL
SYRACUSE, N.Y.

EXPANDING!

$150 MILLION INVESTED IN NEW INDUSTRY IN METROPOLITAN MACON!

Manufacturers know a good thing when they see it . . . and the booming economy of Middle Georgia has attracted them in droves. In the center of this prospering area stands Metropolitan Macon, where retailers last year moved nearly $160 million worth of goods! Macon's sales growth tops all but three of the nation's top 25 markets—further proof that Macon is truly the *supermarket* of fast-expanding Middle Georgia.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:

AVERY-KNODEL, INC.

hearings where multiple ownership has been involved regarding the acquisition of stations.

The Commission's letter also made the point that in sending the McFarland letter to Mr. Storz it passed no judgment on any particular program or type of program.

Comr. Doerfer, in his 3½-page dissent, categorically stated that in his opinion the questions raised had not been answered.

"I can only conclude," he said, "that the majority has finally eschewed any responsibility for requiring well-balanced programming."

". . . The opportunity to finally determine this doubt has this day been disposed of summarily. The essence of my dissent is that such responsibility has been sloughed off without a determination of the extent of our jurisdiction or lack of it. The net effect is to continue the confusion in the minds of the broadcasting industry, Congress and the public. It would be much better to essay definiteness, right or wrong, than to continue a state of uncertainty."

In referring to various court decisions which have been assumed to give the FCC jurisdiction over programming, Mr. Doerfer referred to Supreme Court Justice Felix Frankfurter's opinion in the 1941 Chain Broadcasting Rules case. "Whether this is dicta and inapplicable to renewal cases should have been fully probed. In any event, such responsibility, even though questionable, should not be summarily cast off."

Ground Rules Needed

Comr. Doerfer called for the Commission to establish "ground rules" for broadcasters on the meaning of well-balanced programming. "The present situation," Mr. Doerfer declared, "results in some broadcasters attempting to provide a service which they think the Commission will consider to be well balanced. Oftentimes this is done at considerable expense. In my opinion, today's decision will permit others to dispense entirely with any sustaining programs, the method commonly used to provide without cost local services for non-profit organizations . . .

"This Commission, as well as all broadcasters, spends a good deal of time and money in compiling percentages of various program categories indicated above. All this is nonsense if the Commission has no actual sanctioning powers. At best its amounts to regulation by the lifted eyebrow—a wholly inappropriate basis for administrative action."

Discussing the promotional practices of the Storz stations, Mr. Doerfer held that it was of no concern to the Commission what stunts a broadcaster may employ to attain a large audience. Then he added:

"But the use of radio broadcasting to promote these stunts, taken in conjunction with the intent not to broadcast any educational, religious, talk or discussion programs (WTIX New Orleans) raises a serious question as to whether or not this pattern of conduct may not be 'an inducement to other broadcasters to adopt similar methods' to the end that all broadcasting frequencies are no longer to be regarded as a 'public trust' in the hands of licensees but solely a mercantile business operated for maximum profit. This is the crux of the problem raised in the instant application. In my opinion, the Commission should have taken this opportunity to determine first the extent of its powers to require a broadcast license to be used as a public trust, and if so then to determine whether or not this broadcaster and others may convert the 'public trust concept' into a pure business enterprise."

Mr. Doerfer in September 1955 dissented to the renewal of Mr. Storz' WTIX on the ground that it carried no educational, religious or talk and discussion programs.

FTC AD MONITORING WILL BE INCREASED

THE Federal Trade Commission is working on a plan to increase its monitoring of radio and television advertising in line with congressional intent.

A Senate Appropriations Subcommittee headed by Sen. Warren G. Magnuson (D-Wash.), also chairman of the Senate Commerce Committee, restored with Senate approval a $100,000 cut made by the House in the Independent Offices Appropriations Bill (HR 9739) for fiscal 1957, plus $50,000 more than the budget recommendation, to give the FTC a total of $5,550,000. The House later agreed to the restored figures.

The appropriations subcommittee's report said the $100,000 was being put back in the FTC budget with the understanding that agency would exert new efforts in increasing its monitoring of radio-tv commercials. The action followed various complaints in Congress about false and misleading advertising on radio and tv.

Alex Akerman Jr., executive director of the FTC, said last week the commission's plans still are in the "formative" stages, but that by the end of the first quarter of fiscal 1957 (Sept. 30) he feels the FTC's monitoring system will be "rolling."

Although no definite plans have been approved by commission members, Mr. Akerman said he envisages additions to the FTC's staff of attorney-investigators in its eight field offices.

Under the FTC's present system of guarding against misleading and fraudulent advertising a staff of three attorney-investigators study scripts of radio and tv commercials, he said. Sometimes the FTC, for a number of reasons, encounters delays in getting these scripts. The same three men also study advertising in printed matter.

Mr. Akerman feels that FTC's men in the field offices could do actual "part-time" monitoring of radio and tv stations everywhere. "We cover the whole country during a year" from FTC field offices, he said. He thinks that perhaps these men, when on other investigative business in a given city, might sit down and watch the local tv presentations or listen to local radio programs. He hasn't arrived yet at how the attorney-investigators may split up their time between daytime and evening programs.

The FTC presently has 97 such attorney-investigators, spread out in its field offices like this: Washington, 28; New York, 23; Chicago, 12; Cleveland, 9; San Francisco, 8; New Orleans, 8; Seattle, 5; Kansas City, 4. With the additional money given the FTC for fiscal 1957, he said, the commission might increase these men to 110-115 and make a slight increase of its regular script-studying staff of three.

NCTA Says Community Tv's Are Not Common Carriers

COMMUNITY television systems are not common carriers and, in fact, are adjuncts of television broadcasting, the National Community Television Assn. stated last week.

The statement was filed with the FCC by NCTA General Council E. Stratford Smith in answer to last April's complaint by a group of western television broadcasters asking the FCC to place community tv systems under the common carrier classification [B•T, April 9]. They asked the FCC to require that the antenna

companies file tariffs on charges and also implied that community systems adversely affect television broadcasting.

Community tv, NCTA said, is the same as a master antenna system in apartment houses and hotels. It fosters and promotes the objectives of the Sixth Report and Order, NCTA declared, by providing in many instances the first or second tv service in communities.

The complainants were termed "small and unrepresentative minority of television broadcasters" seeking to protect themselves from the competition of other tv stations.

In discussing the operations of community systems, NCTA said that the signals of received tv stations are not altered, deleted or changed. This has been charged by some of the community antenna opponents.

Community television systems are five years old, NCTA explained. There are now about 500 systems, serving 300-325,000 homes (about 1¼ million people), it said. The investment is close to $5 million and these systems have made a "significant contribution to the television industry in making tv reception possible in fringe reception areas . . . and in providing additional services to communities having limited tv service."

Charges range from $20 to $175 for connections and from $2 to $7.50 per month for service, NCTA said.

Fast Action

ACTION on possible revision of the FCC's license renewal forms (Form 303) may take place early this fall if the speed with which the broadcasters' committee has hammered out recommendations is any indication. The committee, under chairmanship of Ben Strouse, WWDC Washington, met for first time with FCC group representatives, under leadership of Joseph N. Nelson, renewal and transfer division chief, last June 28. Subgroup of broadcasters thereafter went to work, drew up suggested revisions which have been circulated to membership of full committee (Committee on Radio & Television Broadcasting, Advisory Council on Federal Reports). Suggestions, it is understood, cover separate forms for radio and television. Next meeting is expected to take place within two weeks, after which revisions will be submitted to FCC.

The committee has been working out a revision of renewal forms which would make program categories conform more closely with today's operating practices. The Commission, at the NARTB convention last April, unanimously agreed that revisions were necessary in the forms due to the changes that have taken place in broadcasting since World War II.

Broadcasters on subcommittee in addition to Mr. Strouse are Joseph Baudino, Westinghouse; Joseph Brechner, WGAY Silver Spring, Md.; Leon Brooks, CBS; George O. Sutton, Federal Communications Bar Assn., and Vincent Wasilewski, NARTB. FCC representatives in addition to Mr. Nelson are Millard F. French, renewal branch chief, and James B. Sheridan, acting chief, economics division, both Broadcast Bureau. David E. Cohn, Bureau of the Budget, is also a member of the subcommittee.

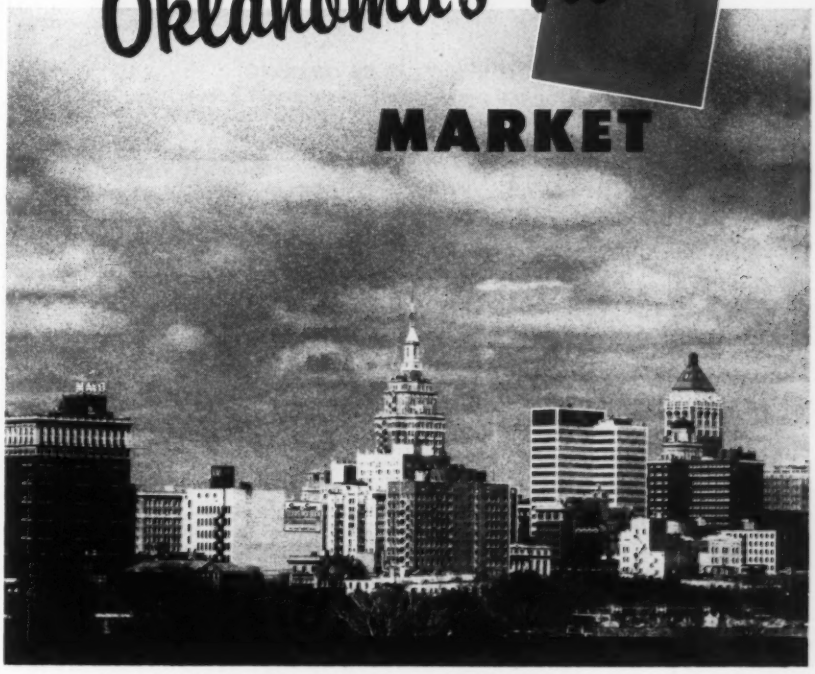
1170 on your dial

KVOO

channel 2

the right combination to sell...

Oklahoma's No. 1* MARKET



** Over ½ billion dollars effective buying income*

You can sell more . . . to people who buy more in Oklahoma . . . when you advertise **first** in the wealthy Tulsa market. No other media reaches this area like KVOO RADIO and KVOO-TV.

Get more coverage for your money . . . get more sales . . . use the "Top Twosome" in Oklahoma's No. 1 market.

*Figures from 1956 Sales Management Survey

RADIO Represented by EDWARD PETRY CO.

KVOO

TELEVISION Represented by BLAIR TV

1170 KC • 50,000 Watts TULSA, OKLAHOMA Channel 2 • Maximum Power

FEATURE THIS . . .

by Juan Mercado

WOULD YOU LIKE to advertise on the ONLY radio station in a city of OVER 200,000 people. It's not impossible! When you advertise on the **JUAN MERCADO SHOW,** you advertise on the only full time Spanish Program in the heart of California's rich San Joaquin Valley.

The **JUAN MERCADO SHOW** effectively reaches and sells OVER 200,000 Spanish-speaking residents of the San Joaquin Valley.

And these 200,000 Spanish-speaking people represent an annual buying power of over $200,000,000.

It's no wonder that famous national brands are regular advertisers on the **JUAN MERCADO SHOW.**

For here is a loyal audience that turns its dial daily to the only program that consistently provides the news, music and entertainment it enjoys.

So . . .

- use the "right language" to reach the market . .
- use the "right show" to hold the market . .
- use the "right man" to sell the market . .
- use the **JUAN MERCADO SHOW . .**

ON THE AIR DAILY FOR 8 HOURS.

KGST, FRESNO, CALIF.

KCOK, TULARE, CALIF.

SEE YOUR FORJOE MAN TODAY FOR CURRENT AVAILABILITIES.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Lead-Deadwood, S. D., ch. 5; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 3

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3.

Halstead Application Seeks Reno Channel Now Occupied

APPLICATION seeking a construction permit for a new television station to operate on ch. 4 in Reno, Nev., was submitted to the FCC last week by Charles E. Halstead Jr., owner of former station KDIA Auburn, Calif. According to FCC officials, the application will probably not be accepted for filing, since ch. 4 currently is occupied by KAKJ (TV).

KDIA's license was cancelled in July 1953 for failure to prosecute renewal of license hearings. Mr. Halstead's outlet was charged with "numerous violations of the FCC rules."

Questions of ownership and financial misrepresentation of KAKJ were raised by the FCC in June [B•T, June 18]. The Commission ordered a July 13 hearing on KAKJ's application for additional time to complete construction. The FCC said it had obtained information that Robert C. Fish is not the sole stockholder in the station as was reported to the Commission, and that a syndicate was formed for the purpose of obtaining the KAKJ construction permit and other broadcast interests. The FCC alleged that one George H. Bowles is the principal figure behind KAKJ and that there are other syndicate members. KAKJ received its grant in April 1955.

Currently awaiting FCC action is application seeking approval of the sale KAKJ to Tower Telecasting Co. for $10,000 and further consideration of 50 shares of common voting stock in Tower. Tower principal is President Edward Jansen (51%), minority stockholder of KRAM Las Vegas.

President Signs Pay Bill Giving FCC Members Raise

PRESIDENT Dwight Eisenhower last week signed a bill passed by Congress the week before which raises the FCC chairman's salary from $15,000 to $20,500 and the salaries of the other six FCC members from $15,000 to $20,000 [B•T, July 30].

The bill (HR 7619) provides salary raises for top-flight executives throughout the government and its provisions become effective Oct. 1. The House passed the bill during the first session of the 84th Congress, approving salaries of $19,000 for all seven FCC members. The Senate amended the bill in the second session to include the $20,000 and $20,500 figures and the House agreed to the Senate amendments when the bill went to conference.

Seattle Ch. 7 Decision Reaffirmed for KIRO

FCC Hearing Examiner Thomas H. Donahue last week reaffirmed his 1955 initial decision recommending the grant of Seattle ch. 7 to KIRO that city. His decision followed a reopened hearing to take testimony on the editorial content of the now defunct *Seattle Union Record* during the time that Sol Haas, KIRO president and principal stockholder, was managing editor and part owner.

The record was ordered reopened when the FCC overruled the examiner's rejection of a proposed line of cross-examination requested by KVI Seattle, one of the three ch. 7 applicants. The third was KXA in the same city. The examiner had ruled in favor of KIRO primarily on its "superiority of past performance." The reopened hearing took place for three days last April and was concerned with alleged "leftist" news stories, features and editorials which appeared in the *Union Record* during the late '20s [B•T, April 16].

In last week's supplemental initial decision, Mr. Donahue said it was inescapable that Mr. Haas was editor and part owner of a newspaper that had a pro-Russian slant.

But, Mr. Donahue asked, "is it not necessary to place into the scales of judgment the many evidences of good qualities in Haas' character which this record contains?" He then referred to Mr. Haas' establishment 23 years ago of KIRO, its service to the community, that the station's license regularly has been renewed and that Mr. Haas, through the station, "has made contributions to his community of truly significant character."

Since the close of the first hearing, Mr. Donahue noted, KIRO has won the George Foster Peabody award for radio local public service.

"The facts developed by Puget Sound [KVI] cannot be viewed in isolation," Mr. Donahue continued. "Haas' character must be viewed in the whole. When such facts as those noted above are taken into consideration, his newspaper background appears in a far less ominous light."

On that ground, Mr. Donahue reaffirmed his original initial devision in favor of KIRO.

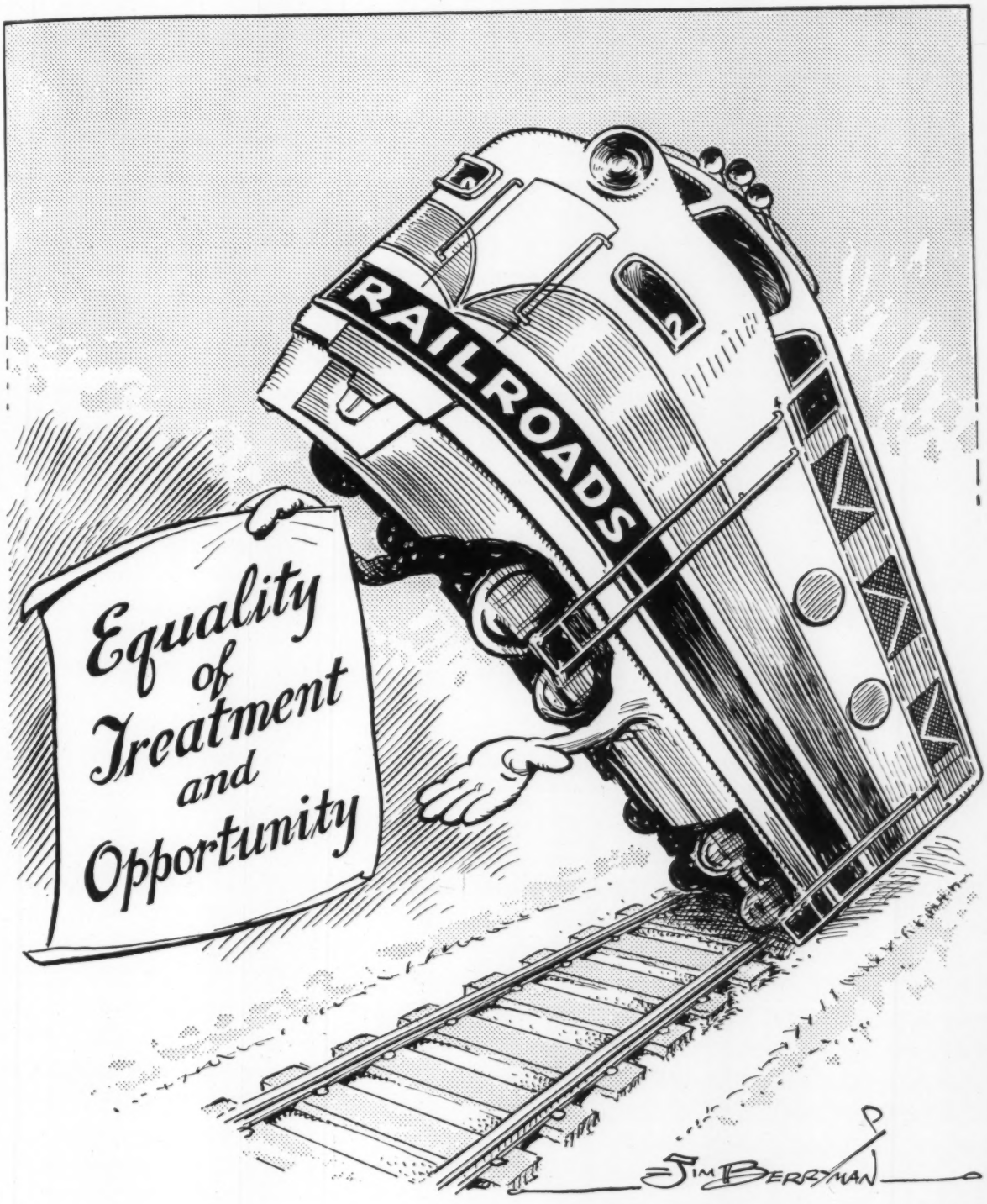
Senate Recording Studios Hire Fired House Employe

MRS. HELEN B. COAR, who was fired from her $6,000 a year job as studio director of the Joint Senate-House Recording Facility during the second session of the 84th Congress [B•T, May 7], has been hired by the new Senate Recording Studio as program director at a salary of $6,200. Her husband, Robert J. Coar, former head of the joint facility, is head of the Senate facility.

Mrs. Coar, who had been a House employe, was discharged by House Clerk Ralph Roberts after congressional criticism following a report by the General Accounting Office on the operation of the former joint facility, which produced low-cost tapes and tv films for use by congressmen on home radio and tv stations for campaigning and reports to constituents.

The GAO report charged that the Coars were operating a private business in nearby Virginia doing identical work to that done by the joint facility and that there were financial and other irregularities in its operation. The ensuing congressional criticism led to a split of the joint facility into separate Senate and House studios.

ALL THEY ASK



for the ASSOCIATION OF AMERICAN RAILROADS

WAAM
TV
Channel 13
316,000 WATTS
AFFILIATE AMERICAN BROADCASTING COMPANY — Represented Nationally by Harrington, Righter & Parsons, Inc.
New York · Atlanta
Chicago and San Francisco

HOLLYWOOD'S
BILL WILLIAMS
Adventures Of
KIT
CARSON
MONDAY-FRIDAY, 6-6:30 P.M.

"The Adventures of Kit Carson" brings to the video-screen the history and color of the West of a century ago when Carson won everlasting fame as a trapper, guide, Army Scout, and Indian fighter.

WAAM
TV
Channel 13
TOP POWER
BALTIMORE, MD.

ARE UNCLAIMED EDUCATIONAL CHANNELS UP FOR GRABS BY COMMERCIAL OUTLETS?

Speculation rises on what will happen to non-commercial reservations following FCC actions in Texas and Des Moines cases. There are now 84 vhf and 173 uhf channels reserved for nation's schools, only 21 of these are on air.

BIG QUESTION today in educational circles, and in some commercial broadcast circles as well, is whether the FCC will continue to protect the educational reservations made four years ago last April.

It was then that the Commission set aside 242 channels for the use of non-commercial, educational organizations.

Three weeks ago, the first break in the dike which has protected these reservations—now set at 84 vhf and 173 uhf channels—occurred. The FCC approved the switch of the educational reservation in College Station, Texas, from ch. 3 to ch. 48. This was done, the FCC reported [B•T, July 23] on the ground that there was no indication of any activity to use the channel.

Yet, later that same week, the Commission turned down a similar request for the exchange of a vhf reservation to a uhf channel in Des Moines, Iowa. Here, the FCC found that there was activity which might lead to an application being filed for this reservation. FCC said:

"Comments filed in this proceeding by numerous public and private educational institutions and civic groups reflect active interest in bringing a local educational television service to Des Moines, and recount the organizational and other steps which have been taken toward achieving this goal. While these efforts have not yet succeeded in solving the difficult problem of financing the actual construction and operation of a station, the record indicates that the local sponsors of educational television propose continuing and augmented efforts to obtain the requisite financial support."

The Des Moines denial came on a 4-3 vote. Comr. John C. Doerfer, Robert E. Lee and Robert T. Bartley voted for the change.

Proposed rule-makings have been issued by the FCC in the following:

Lincoln, Neb—Reserve ch. 12 instead of 18 for educational use in Lincoln. Request came from U. of Nebraska, now operating commercially on ch. 12 (KUON-TV) and desirous of operating as a noncommercial station.

Lexington-St. Joseph, Tenn.—Shift Lexington, educational ch. 11 to St. Joseph for commercial use, replacing Lexington channel with educational ch. 49.

Lubbock, Tex.—Change Lubbock educational reservation from ch. 20 to ch. 5. (ch. 5 is allocated to Lubbock and no application has been filed for that channel.)

Fresno-Madera, Calif.—Change Fresno educational reservation from ch. 18 to 53 or swap ch. 53 for ch. 30 at Madera.

Weston, W. Va.—Change educational ch. 5 at Weston to commercial.

Requests for changes in educational allocations currently pending at the FCC are:

Tampa-St. Petersburg-Fort Pierce, Fla.—WTVI (TV) Fort Pierce requests removal of educational ch. 3 at Tampa-St. Petersburg, allocation of same to Fort Pierce for commercial use.

Jacksonville, Fla.—Delete educational reservations at Jacksonville, changing educational ch. 7 to commercial, or delete ch. 12 and add 46.

Corpus Christi, Tex.—Change educational reservation at Corpus Christi from ch. 16 to ch. 6 or 10, or delete ch. 6 or 10 and add to other cities in nearby area.

Raleigh-Rocky Mount, N. C.—Delete Raleigh ch. 5, assigning same to Rocky Mount, switching Raleigh educational reservation from ch. 22 to 50, and adding ch. 44 there.

So, it looks as if those reserved channels for which nothing is being done may be up for grabs. Practically, of course, this means the rich, fallow vhf channels.

So far there have been 43 grants made for educational stations; 22 of them vhf. There are 21 stations operating, of which 16 are vhf. There are 10 applications pending, seven vhf.

Scattered throughout the country are groups working toward acquisition of educational stations, many stymied by financial difficulties.

Those which have reached farther than the talking stage are exemplified by applications pending. These include Savannah, Ga., ch. 9; Sacramento, Calif., ch. 6; Jacksonville, Fla., ch. 7; Nashville, Tenn., ch. 2; Athens, Ga., ch. 8; San Antonio, Tex., ch. 9; Lawrence, Kan., ch. 11; Providence, R. I., ch. 22; Toledo, Ohio, ch. 30 and Utica, N. Y., ch. 25.

Operating vhf educational stations are WAIQ (TV) Andalusia, Ala., ch. 2; WTHS-TV Miami, Fla., ch. 2; WGBH-TV Boston, Mass., ch. 2; WUNC (TV) Chapel Hill, N. C., ch. 4; KRMA-TV Denver, ch. 6; WTIQ (TV) Munford, Ala., ch. 7; KUHT (TV) Houston, Tex., ch. 8; KQED (TV) Berkeley, Calif., ch. 9; KETC (TV) St. Louis, Mo., ch. 9; KCTS (TV) Seattle, Wash., ch. 9; WBIQ (TV) Birmingham, ch. 10; WKNO-TV Memphis, ch. 10; WTTW (TV) Chicago, ch. 11; WILL-TV Urbana, Ill., ch. 11; KETA (TV) Oklahoma City, ch. 13; WQED (TV) Pittsburgh, ch. 13.

Operating uhf educational outlets are WTVS (TV) Detroit, ch. 56; WKAR-TV East Lansing, Mich., ch. 60; WCET (TV) Cincinnati, ch. 48; WOSU-TV Columbus, Ohio, ch. 34; WHA-TV Madison, Wis., ch. 21.

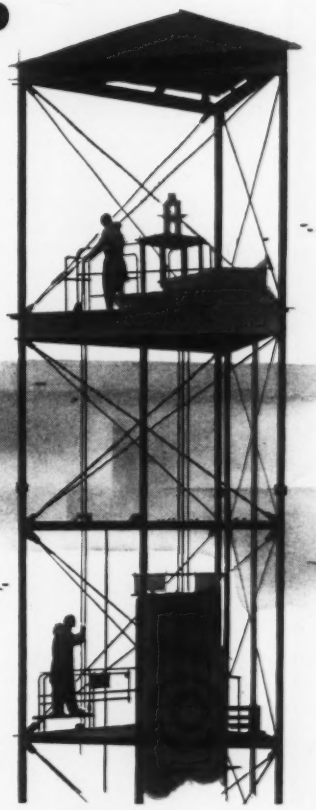
Five educational stations holding construction permits plan to begin operations soon. KLSE (TV) Monroe, La., ch. 10, is holding test patterns. WHYY-TV Philadelphia, ch. 35, has an October target date. Planning to go on the air by the first of the year are WYES (TV) New Orleans, ch. 8, WETV (TV) Atlanta, ch. 30, and KOED-TV Tulsa, ch. 13.

Currently lying fallow are vhf educational reservations in these top markets: Little Rock, ch. 2; Minneapolis-St. Paul, ch. 2; Amarillo, Tex., ch. 2; Tampa-St. Petersburg, ch. 3; Boise, Idaho, ch. 4; Albuquerque, N. M., ch. 5; Tucson, Ariz., ch. 6; Salt Lake City, ch. 7; Spokane, ch. 7; Honolulu, ch. 7; Phoenix, ch. 8; Santa Fe, N. M., ch. 9; Las Vegas, Nev., ch. 10; Portland, Ore., ch. 10; Charleston, S. C., ch. 13, and Dallas, ch. 13.

Examiner Rules Out Booster

FCC Examiner Hugh B. Hutchison recommended last week that the Pateros-Brewster Tv Assn., Brewster, Wash., be ordered to cease and desist from rebroadcasting Spokane tv stations' signals. The unlicensed booster began operating in 1955. In addition to operating without a license, the Pateros-Brewster repeater, also was found to have caused interference to two viewers receiving the Spokane signals direct. The order is effective 40 days from July 30 unless an appeal is taken.

Truscon's on top of the world at Thule



Long elevator ride takes men up to within 24 feet of top. They mount ladder for final ascent.

When engineers built the mighty Thule Air Base near the Polar Icecap, they discovered that interference from the aurora borealis and other arctic phenomena played havoc with radio communications. To solve this problem, they literally went over the disturbance by erecting a gigantic 1260-foot Truscon® Guyed Tower.

Today, as an integral part of our vital defense communication system, messages from this tower are relayed around the world in 32 seconds.

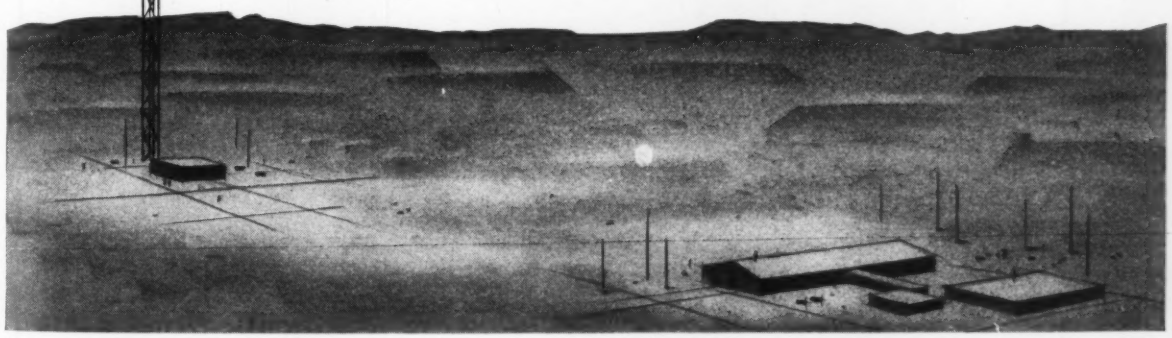
Truscon can build a tower for you, whatever your requirements. Our modern and efficient manufacturing facilities, plus our experienced staff of engineers, have designed towers of every type . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV and Microwave transmission.

And regardless of the forces exerted upon them, including winds of hurricane velocity, they stay in the air to keep you on the air year in and year out.

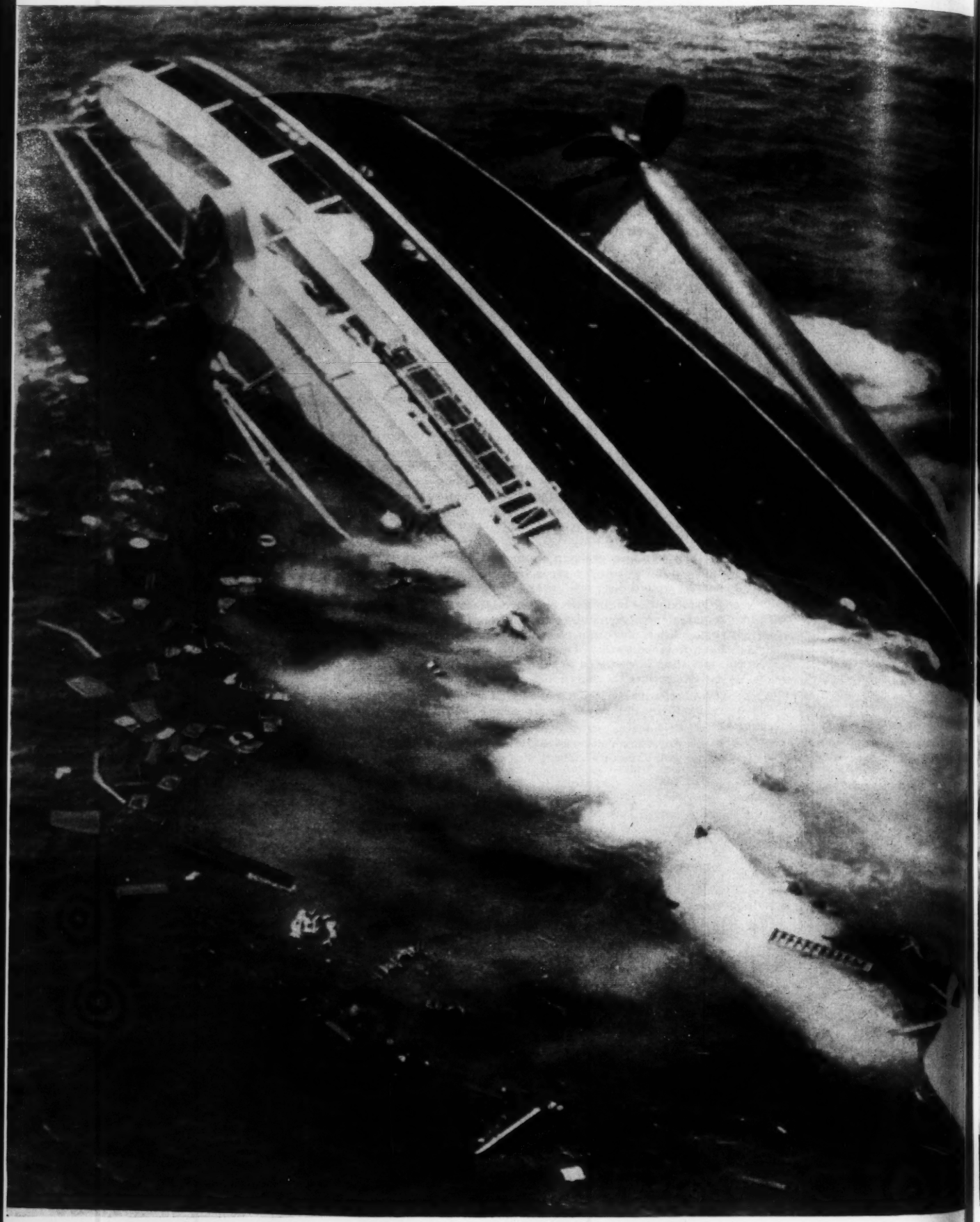
For dependable performance, you can't top a Truscon Tower. If you have a tower problem, we will be glad to discuss it with you. Simply write or call your Truscon District Office or "tower headquarters" in Youngstown.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET
YOUNGSTOWN 1, OHIO

A NAME YOU CAN BUILD ON



The Andrea Doria Story –



— — *Triumph of AP Teamwork!*

©by Boston Traveler — AP Wirephoto

Two ships crashed in the night, a potentially great tragedy in the making. The Boston and New York AP bureaus promptly swung into action, aided by a wide segment of The AP membership. Sharply coordinated teamwork provided a triumph of news-gathering.

That triumph of news-gathering produced for all AP radio and television members spectacular news coverage which started with a first bulletin that was 14 minutes ahead of all other agencies and gained in speed, accuracy and thoroughness as the great sea tragedy unfolded.

From collision, through rescue, sinking and eventual arrival of survivors, The AP's coverage of the story poured into member radio and television studios in all its dramatic detail — never equalled, never approached.

Additionally, for television members subscribing to AP Wirephoto-Photofax, AP teamwork delivered six on-the-scene pictures more than half an hour before the spot pictures of any other agency had even started to move. These first spot pictures were followed quickly by photos of the rescue, then climaxed by spectacular shots of the sinking.

Before 3 p.m. (EST) the same day, 29 SPOT news pictures had been delivered to television Wirephoto-Photofax subscribers all over the country in what was "one of the biggest picture beats of our generation."

This AP coverage of the Andrea Doria story was neither unexpected nor unusual. It is the kind of news coverage both expected and required by alert broadcasters.

* * *

The real test of any news-gathering agency is what it must be prepared to do at any minute of the day or night, anywhere around the world.

The Associated Press

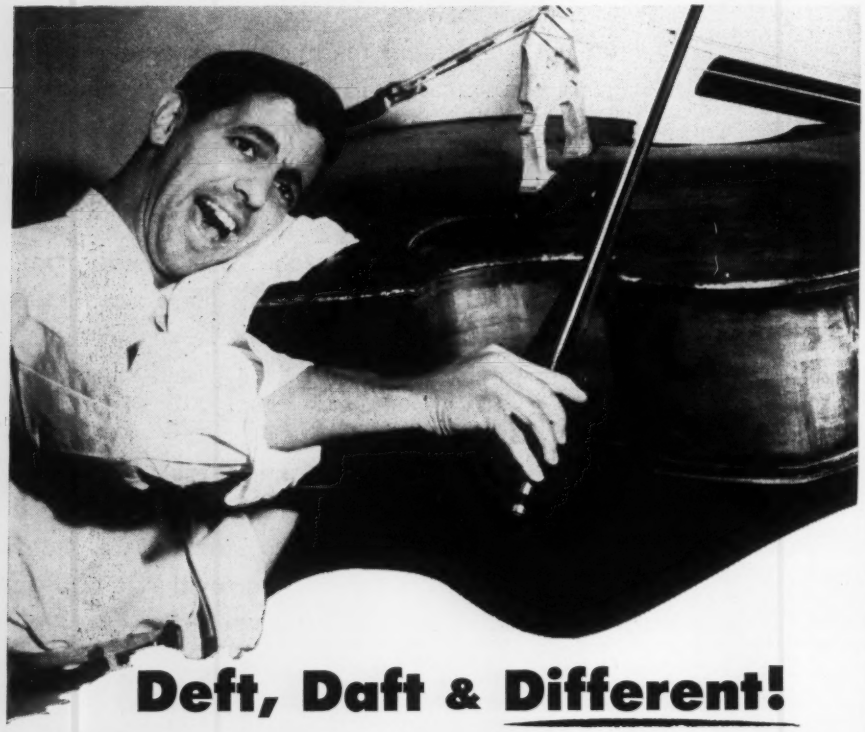
Vhf Channel Grantees Ask FCC to Lift Construction Ban

GRANTEES of two vhf channels whose permits include a prohibition against beginning construction asked the FCC last week to reconsider the conditions. They claimed that the Commission was inconsistent with prior rulings where it denied petitions by uhf stations requesting stays of the final decisions in these vhf cases.

The two stations were ch. 8 WIRL-TV Peoria, Ill., and ch. 2 WMAY-TV Springfield, Ill. When the FCC made these grants, it conditioned construction upon the outcome of proposed deintermixture proceedings which propose to delete the single vhf channels from those communities.

Also pending before the FCC was a second petition by ch. 3 WISC-TV Madison, Wis., which charged that the Commission illegally was proposing deintermixture throughout the country. It claimed that the FCC illegally adopted new standards for tv coverage without rule-making proceedings. It also charged that the Commission was basing new coverage standards on "unrealistic" assumptions regarding uhf, which discriminated against vhf operations.

And, opposition to the proposal to allocate ch. 5 to Glendive, Mont. (in lieu of ch. 18) was filed last week with the FCC by Montana-Dakota Utilities Co., which pointed out that it uses the 72-76 mc band for industrial radio operations in Glendive and elsewhere in the area. This band lies between chs. 4 and 5.



Deft, Daft & Different!

"Lloyd's Unlimited"

3:30 to 6 P.M. • Mondays thru Fridays

The D. J. All Rochester is Talking About

BOB E. LLOYD

You never know what Bob E. Lloyd is going to say or do—but you do know that it will be original and amusing. Rochesterians like him because he makes 'em laugh. Sponsors like him because he makes 'em money. Contact us for details about rates and availabilities.

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS **WHEC** of Rochester

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL Co., Los Angeles, San Francisco

Additional WJR Detroit Stock Relinquished by Mrs. Parker

FURTHER relinquishment of control of WJR Detroit, The Goodwill Station Inc., by Mrs. Frances S. Parker, widow of the late G. A. Richards, has taken place. Filed with the FCC last week was an application for the distribution of almost 30,000 shares to station executives and family members involving almost $300,000. In all during the last few weeks, Mrs. Parker has disposed of 73,906 shares at $10 per share, bringing her ownership to 29.99%. The shares have gone to John F. Patt and family, 25,000; Worth Kramer, 12,406; William G. Siebert, 10,000; Seldon S. Dickinson, 2,500; Rosene Moore (Mrs. Parker's daughter), 16,000; F. Sibley Moore (husband of Mrs. Moore), 8,000. Involved are WJR-AM-FM Detroit and ch. 12 WJRT (TV) Flint, Mich.

Initial Decision Affirms Billings, Mont., Grant

FCC Hearing Examiner James D. Cunningham last week issued an initial decision affirming the Commission's Nov. 23, 1955, without-hearing grant to Midland Empire Broadcasting Co. for a new tv station (KGHL-TV) to operate on ch. 8 in Billings, Mont. The effective date of the Nov. 23 grant was stayed pending hearing on the protest by ch. 2 KOOK-TV Billings, which claimed that Billings advertising potential is not sufficient to support two television outlets.

In recommending confirmation of the grant, Examiner Cunningham said, ". . . upon consideration of the entire record of this proceeding, it is determined that, although the protestant (KOOK-TV) will suffer losses by reason of establishment of the new tv station, the Billings market is capable of supporting two television stations. Both, if managed with efficiency, should be operated profitably and in the public interest."

In another economic injury case last week, the Commission scheduled a hearing for Sept. 27 on a protest by WTCW Whitesburg, Ky., directed against the FCC's July 13 grant to Letcher Broadcasting Corp. for a new am station (WNKY) to operate on 1450 kc, 1 kw unl., in Neon, Ky. WTCW claims that there is insufficient advertising in the area to support two stations. Neon (population, 1,055) and Whitesburg (population, 1,393) are 7.5 miles apart.

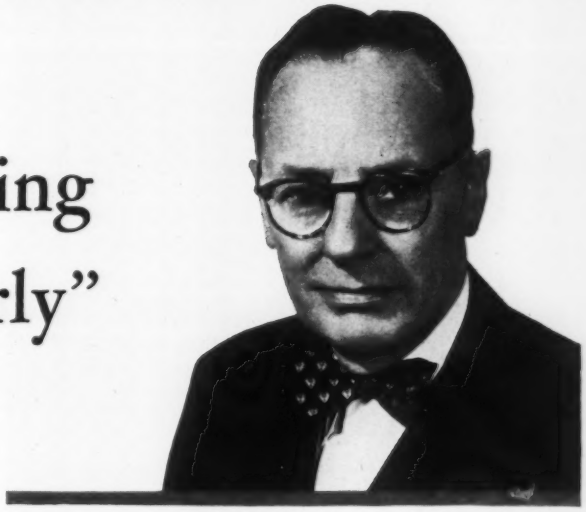
Hearing Ordered Reopened On Ch. 12 Providence Grant

THE FCC has ordered the Providence ch. 12 hearing on the protest of Ch. 16 of Rhode Island Inc. reopened and has ordered the examiner to seek supplemental findings and proposed conclusions from the parties and then to issue an initial decision. The action was taken in line with a U. S. Court of Appeals ruling last January which held that the FCC erred when it ordered the examiner to issue an initial decision on the factual evidence only in the protest hearing.

FCC granted ch. 12 to Cherry & Webb Broadcasting Co. in September 1953 following a merger agreement among four applicants. It suspended that grant when ch. 16 protested. The hearing was held on the protest, following which, on January 1955, the Commission reaffirmed its grant and lifted the suspension of the grant. Ch. 16 appealed on procedural grounds.

In its order the FCC denied the ch. 16 request that WPRO-TV Providence be ordered to cease operation pending the renewed protest proceeding.

"We in Ford advertising read Ad Age regularly"



says **BEN R. DONALDSON**
Director of Institutional Advertising
Ford Motor Company

"All of us connected with Ford Motor Company advertising read Ad Age regularly. We have come to regard it as the news publication of our profession—an alert reporter of events, a fair interpreter of trends, and an interesting commentator on advertising's passing show. We keep back files and refer to them frequently."

BEN R. DONALDSON

During 37 years with Ford, Mr. Donaldson has headed its mailing department, managed the editing of Ford publications, handled programming on Ford's radio station WWI, directed tractor advertising, supervised export advertising (10 years) and wrote a half-million word history of the Ford Company. He was one of the earliest commercial radio announcers in America. Chairman of the Advertising Federation of America, Mr. Donaldson also serves on committees of the Advertising Research Foundation and the U.S. Chamber of Commerce. He looms as an important figure at Ford because of his 37 years with the company, his personal acquaintance with three generations of the Ford family, and his continuing work in both the formation and application of company policies.

Keeping up with the advertising business means reading Ad Age to most of the sales, advertising and marketing executives who are important to you. Every Monday morning, AA gets counted on for unfolding the latest advertising news, trends and developments—not only by those who *activate*, but by those who *influence* important market and media decisions.

Ford Motor Company has long ranked as an important advertiser in radio and tv media. Its 1953 two-hour, two-network tv show was a forerunner of the modern tv spectaculars. Radio is used extensively and its estimated expenditure of $985,000 on tv spots alone for the first quarter of 1956 ranks it 16th among top spot advertisers.*

Every week, *30 paid-subscription copies of Ad Age* get regular readership among Ford's sales, advertising and other management executives. Further, *720 paid subscription copies of AA reach the agencies handling Ford advertising:* J. Walter Thompson; Young & Rubican; Foote, Cone & Belding; Kenyon & Eckhardt.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of over 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

CBS TELEVISION

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

Radio Stations Support Remote Control Proposal

PROPOSAL that all radio stations be permitted to operate transmitters via remote control received overwhelming support from radio stations last week.

Only objection came from the National Assn. of Broadcast Engineers & Technicians (NABET). It asked for a full hearing and questioned some of the NARTB supporting data. NARTB asked the FCC to liberalize its remote control rules last February and the FCC issued the proposal as rule-making last April.

Another objection was filed earlier by International Brotherhood of Electrical Workers (IBEW) [B•T, July 30]. There also has been some opposition from individual technicians.

The present rule, adopted in 1954, permits remote control of transmitters for all radio stations less than 10 kw in power and using omnidirectional antennas. The proposed revision would permit this for all stations, without regard to power or antenna directivity.

Supporting the NARTB's position were the following stations which filed comments last week: WKNE Keene, N. H.; WORK York, Pa.; WFBC-AM-FM Greenville, S. C.; KMON Great Falls, Mont.; KXOA-AM-FM Sacramento, Calif.; KLIX Twin Falls, Idaho; KOPR Butte, Mont.; KALL Salt Lake City, Utah; KGEM Boise, Idaho; KIMN Denver, Colo.; KLO Ogden, Utah; WLAP-AM-FM Lexington, Ky.; WKZO Kalamazoo, Mich.; WSB Atlanta, Ga.; WDEL Wilmington, Del.; WHLD Niagara Falls, N. Y.; WCSC Charleston, S. C.

Also WPDQ Jacksonville, Fla.; WHAS Louisville, Ky.; WTOC Savannah, Ga.; KTLN Denver, Colo.; KPRC Houston, Tex.; KEPO El Paso, Tex.; WMBG Richmond, Va., and Storer Broadcasting Co.

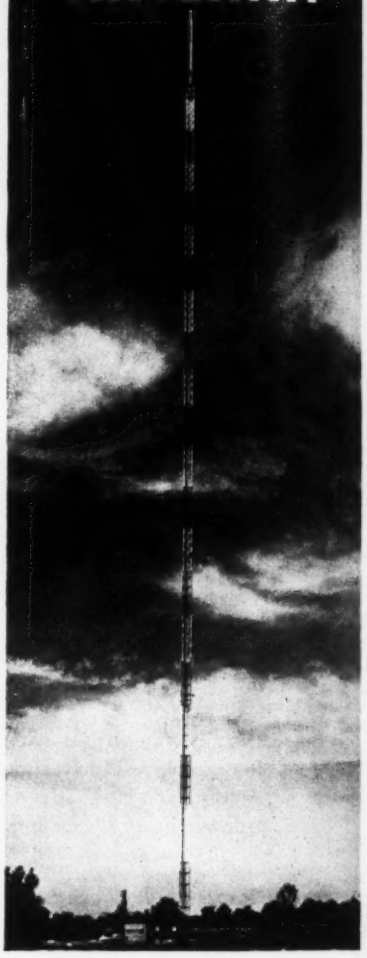
Engineers Wanted

URGENT need for qualified engineers to fill vacancies in its Washington, D. C., Broadcast Bureau was announced last week by the FCC. Vacancies are in the salary range of from $4,480 (Civil Service grade 5) to $7,035 (grade 11). The Commission said the need for experienced personnel in the grade 11 classification is particularly acute.

Successful completion of a four-year professional engineering curriculum, or its equivalent, plus four years or more of professional experience, constitute the basic qualifications for the $7,035 per annum level. However, it is stressed that professional engineering experience may be substituted year-per-year for any portion of the four-year educational requirement. Qualifications for grades 5 ($4,480), 7 ($5,335) and 9 ($6,115) are proportionately lower than for grade 11.

Appointments in any grade would be on a permanent basis, and appointees would enjoy all benefits entitled Civil Service employes, such as annual and sick leave, retirement annuity, and other inducements incident to a government career. Interested engineers are urged to contact the Director of Personnel, Federal Communications Commission, Rm. 1204 New Post Office Bldg., Washington 25.

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co, Inc
299 ATLANTIC AVE., BOSTON, MASS

B• TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

August 1956

Total U. S. Stations on Air: 476
(Commercial: 454; Educational: 22)

Total Cities with Tv Stations: 302

Total Tv Homes: 35,000,000
(U. S. Census Bureau, February 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
►WAIQ (*2)

BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 366,400; N; $800
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown

DECATUR†—
►WMSL-TV (23) NBC, CBS; McGillvra; 32,100; $150

DOTHAN—
►WTVY (9) CBS; ABC; Young; 37,200; N; $150

MOBILE—
►WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $450

MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
►WSFA-TV (12) NBC; Katz; 129,000; N; $450

MUNFORD†—
►WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 148,880; N; $450

PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
►KPHO-TV (5) Katz; 143,880; N; $360
►KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400

TUCSON—
►KDWI-TV (9) Headley-Reed; $350
►KOPO-TV (13) CBS; Hollingbery; 58,839; $300
►KVOA-TV (4) NBC, ABC; Branham; 54,680; $300

YUMA†—
►KIVA (11) CBS, NBC, ABC; Raymer; 27,500; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC, ABC; Pearson; 47,500; $200

FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 40,600; $200
KNAC-TV (5) Rambeau; 6/3/54-Unknown

HOT SPRINGS—
KSPS (9) 2/16/56-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 159,904; N; $450
►KTHV (11) CBS; Branham; 179,350; N; $450
►KATV (7) (See Pine Bluff)

PINE BLUFF—
►KATV (7) ABC; Avery-Knodel; 156,300; N; $450

TEXARKANA—
►KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, CBS; Weed; 100,000; $275
►KERO-TV (10) NBC, CBS; Hollingbery; 160,000; N; $500

BERKELEY (SAN FRANCISCO)—
►KQED (*9)

CHICO—
►KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250

CORONA†—
KCOA (52) 9/16/53-Unknown

EUREKA
►KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 31,000; $250

FRESNO—
►KFRE-TV (12) CBS; Blair; 250,000; $650
►KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
►KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
KBID-TV (53) See footnote

LOS ANGELES
►KABC-TV (7) ABC; Katz; 2,470,423; $2,000
►KCOP (13) Petry; 2,470,423; $1,250
►KHJ-TV (9) H-R; 2,470,423; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,470,423; N, LS, LF, LL; $3,200
►KRCA (4) NBC; NBC Spot Sls.; 2,470,423; N, LS, LF; $3,600
►KTLA (5) Raymer; 2,470,423; N, LS, LF, LL; $1,500
►KTTV (11) Blair; 2,470,423; $2,000
KBIC-TV (22) 2/10/52-Unkown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56

REDDING—
►KVIP (7) NBC; Branham; $225

SACRAMENTO
►KBET-TV (10) CBS; H-R; 390,000; N, LL, LF, LS; $700
►KCCC-TV (40) ABC; Weed; 165,000; $450
►KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350

SAN DIEGO—
►KFMB-TV (8) CBS; Petry; 418,997; N; $900
►KFSD-TV (10) NBC, ABC; Katz; 418,997; N; $850

SAN FRANCISCO—
►KGO-TV (7) ABC; Blair; 1,263,097; $1,700
►KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,700
►KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500.
►KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350

SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; H-R; 102,966; $200

SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450

STOCKTON†—
►KOVR (13) Avery-Knodel; 1,141,290; $800

TULARE (FRESNO)—
►KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 68,820; $200
►KRDO-TV (13) NBC; Pearson; 44,000; $175

DENVER—
►KBTV (9) ABC; Peters, Griffin, Woodward; 378,070; $650
►KLZ-TV (7) CBS; Katz; 378,070; N; $700
►KOA-TV (4) NBC; NBC Spot Sls.; 378,070; N; $650
►KRMA-TV (*6)
►KTVR (2) Hoag-Blair; 378,070; N; $500

GRAND JUNCTION†—
►KREX-TV (5) NBC, CBS, ABC; Holman; $150

MONTROSE—
KFXJ-TV (10) 2/23/56-8/15/56 (Satellite of KREX-TV Grand Junction)

PUEBLO—
►KCSJ-TV (5) NBC; Pearson; 56,983; $150

CONNECTICUT

BRIDGEPORT—
►WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
►WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)

NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 373,596; N; $500

NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC; Raymer; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; H-R; $1,200
►WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
►WTTG (5) Raymer; 700,000; 600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
►WESH-TV (2) Petry; 60,000; N; $200

FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 410,000 (also Miami); $500

FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
►WCKT (7) NBC Spot Sls.; $950
►WGBS-TV (23) Katz; 278,869; N; $350
►WTHS-TV (*2)
►WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 371,500; N, LL, LF, LS; $1,000
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown

MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 164,000; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150

PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 152,000; N; $300
WPFA-TV (15) See footnote

ST. PETERSBURG—
►WSUN-TV (38) ABC; Venard; 215,500; $400

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

B·T TELESTATUS

TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600
► WTVT (13) CBS; Avery-Knodel; 330,000; N, LF, LS; $600
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WJNO-TV (5) NBC, CBS; Venard; 297,015; $275
WRIK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; $45,000; $200
ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 548,250; $800
► WSB-TV (2) NBC; Petry; 556,460; N, LS, LF; $1,000
WATL-TV (36) See footnote
WETV (*30) 3/21/56-Unknown
AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,207; N; $300
► WRDW-TV (12) CBS; Branham; 164,400; $300
COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400
MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote
ROME†—
► WROM-TV (9) McGillvra; 174,330; $150
SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $315
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; N; $250
THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Meeker; 80,564; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 65,600; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250
IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 54,085; $200
LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)
POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown
TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200
CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 312,028; N; $800
CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,329,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown
DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150
DECATUR—
► WTVP (17) ABC, NBC, CBS; Bolling; 190,000; $300
EVANSTON†—
WTLE (32) 8/12/53-Unknown
HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150
PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 215,000; N; $450
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)
QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.
ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 255,915; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250
ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 285,427; N; $800
SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson
URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown
BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800
ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300
EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) Hollingbery; $600; 12/21/55-September
FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 148,064; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55
LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,750; $200
MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225
PRINCETON†—
WRAY-TV (52) See footnote
SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400
TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 180,920; N; $400
WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500
CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $350
► WMT-TV (2) CBS; Katz; 214,570; N; $500
DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800
DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LF, LS; $700
KGTV (17) See footnote
FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150
MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200
OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)
SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425
WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown
GOODLAND†—
KWGB-TV (10) 5/11/55-October; $200
GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; N, LS; $250
HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 210,724; N; $500
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita
MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown
PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300
TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 553,205; N; $550
WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

New TV Stations

THE following tv stations started regular programming within the past month:

WCKT (ch. 7) Miami; KVIP (ch. 7) Redding, Calif.; KUAM-TV (ch. 8) Agana, Guam; WAIQ (ch. *2) Andalusia, Ala.; WKNO-TV (ch. *10) Memphis, and WCBI-TV (ch. 4) Columbus, Miss.

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown
HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 99,648; N; $300
LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown
LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote
NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown
OWENSBORO—
WKYT (14) 3/14/56-Unknown
PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 126,400; $250
BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 162,893; N; $300
WCNS (40) 7/19/56-Unknown
LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200
LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 100,537; $250
► KTAG (25) CBS; Young; 62,640; $150
MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 300,200; N; $400
KLSE (*13) 12/14/55-Unknown
NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 394,323; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Bolling; 157,782; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWL-TV (4) 7/13/56-Unknown
WYES (*8) 2/17/56-Unknown
SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; N; $400

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250
LEWISTON—
WLAM-TV (17) See footnote
POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400
PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400
PRESQUE ISLE—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 686,150; $1,100
► WBAL-TV (11) NBC; Petry; 686,150; N, LL, LS, LF; $1,250
► WMAR-TV (2) CBS; Katz; 686,150; N, LF, LS; $1,250
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown
SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56
BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown
CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote
GREENFIELD—
WRLP (58) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)
PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage; plans return in September.)
SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 230,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N, LS; $500
WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $575

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 364,773; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,650,000; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-October

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 568,420; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 620,500; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 445,000; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

MARQUETTE†—
► WDMJ-TV (6) Weed

SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 57,528; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Branham; 630,000; $600
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 650,000; $800
Twin City Area Educational Tv Corp. (2) 6/20/56-Unknown

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56

COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; $150

HATTIESBURG†—
► WDAM-TV (9) NBC, ABC; Pearson; $175

JACKSON—
► WJTV (12) CBS, ABC; Katz; 151,285; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $360

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 79,087; $250
WCOC-TV (30) See footnote

TUPELO†—
► WTWV (9) $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 98,777; $250

HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 100,946; $250

JOPLIN—
► KSWM-TV (12) CBS; Venard; 113,500; N; $225

KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 573,914; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 573,914; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 573,914; N, LS, LF; $1,060

KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 228,358; N; $300

ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 161,969; $350

ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 921,618; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 102,519; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 29,000; $150

KALISPELL†—
KGEZ-TV (8) 7/19/56-Unknown

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 26,660; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 71,992; N; $200

HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 104,401 (includes satellite KHPL-TV); N; $300

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 158,194; $400
► KUON-TV (*12)

OMAHA—
► KMTV (3) NBC, ABC; Petry; 370,021; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 370,021; N; $850
KETV (7) 4/27/56-Unknown

SCOTTSBLUFF†—
► KSTF (10) (Satellite of KFBC-TV Cheyenne, Wyo.)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $250

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 29,003; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200

RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 25,000; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS; Forjoe; 1,127,959; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WFPG-TV (46) See footnote

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 74,942; $300
► KOAT-TV (7) ABC; Hollingbery; 71,260; $200
► KOB-TV (4) NBC; Branham; 75,550; $300

CARLSBAD—
KAVE-TV (6) Branham; $150; 6/22/55-Fall

CLOVIS—
KICA-TV (12) 2/23/56-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250

SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 175,000; N; $400
► WTRI (35) ABC; Venard; 215,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown

BINGHAMPTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 670,540 (plus 663,446 Canadian coverage); N, LS, LF, LL; $800
► WBUF (17) NBC; H-R; 152,500; $500
► WGR-TV (2) ABC, CBS; Peters, Griffin; Woodward; 539,134 (plus 566,565 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 84,619 (plus 118,840 Canadian coverage); $200
WSYE-TV (18) 4/4/56-September

ELMIRA†—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
WSYE-TV (18) 4/4/56-September

HAGAMAN—
► WCDB (29) (satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Hoag-Blair; 142,000 (plus 350,000 Canadian coverage); $300

NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD (5) Raymer; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
WKNY-TV (66) See footnote

ROCHESTER—
► WHAM-TV (5) NBC, ABC; Hollingbery; 365,000 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 492,860; N; $1,350

SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 376,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 208,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 375,000; $400

CHAPEL HILL†—
► WUNC-TV (*4)

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 289,465; N; $550

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 39,340; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 426,859; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; 164,980; N; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC; Avery-Knodel; 140,125; N; $325
WRAL-TV (5) 6/27/56-Unknown

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 150,000; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 527,552; N; $550
► WTOB-TV (26) ABC; Venard; 124,950; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 23,000; N; $150
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,000; $200

DICKINSON†—
KDIX-TV (2) CBS; 5/9/56-October

FARGO†—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 90,240; $400

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

WILLISTON†—
Meyer Broadcasting Co. (8) 7/19/56-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 110,000; N, LF, LS; $450

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
WICA-TV (15) See footnote

CANTON†—
WTLC (29) 3/22/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

AFTERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			
1:15			
1:30			
1:45			
2:00			
2:15			
2:30			
2:45			
3:00			Beechnut Dr. Spock L
3:15			
3:30			*Youth Wants To Know* L
3:45			
4:00			*Frontiers of Faith* L
4:15			
4:30	*College Press Conference* L	*Bandwagon* (Sus.)	*American Forum* L
4:45			
5:00		*Face the Nation* (Sus.)	Mutual of Omaha Zoo Parade L
5:15	*Going Places* L		
5:30		The CBS Sunday News (Sus.)	*Outlook* L & F
5:45			
EVENING			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	General Foods Topper F
7:15			
7:30		Am. Tobacco Private Secretary (Weekly)	Reynolds Metals Frontier F
7:45	Pearson Pharmacal Max Factor P&G J. H. Breck Famous Film Festival (Participating) F		
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson Steve Allen Show L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars
8:15			
8:30			
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Pharmaceuticals Ted Mack Amateur Hour L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00	*Focus* F	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	P&G Man Against Crime L
10:15			
10:30		Helene Curtis (Alt. wks.) Remington What's	White Owl Cigars' National Bowling Champions
10:45			

MONDAY

AFTERNOON	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady Amer. Home Products Love of Life	*Tic Tac Dough* L
12:15			
12:30		P&G Search for Tomorrow	*It Could Be You* L
12:45		P&G Guiding Light L	
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted S*	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show S*	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15	Mickey Mouse Club (see footnote) F		
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Co-op Jack Drees L Sports Show	Whitehall News L	Lever Bros. G. MacRae L
7:15	Daly-News		Camel Caravan L
7:30	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Ernie Kovac Show L
7:45			
8:00	Dotty Mack Show L	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00		P&G (Alt. wks.) Gen. Foods Chas. Farrell Show	GE & G&P Medic F
9:15			
9:30	Film Fair Participating F&L	General Foods Vic Damone Show	Johnson Wax alt. with Schick
9:45			
10:00		Westinghouse Studio One Summer Theatre L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L
12:15			
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted S*	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show S* (Alt. Tues.) Best Foods	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15	Mickey Mouse Club (see footnote) F		
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	Co-op Jack Drees L Sports Show	Pall Mall News L	*Frankie Earle* L
7:15	Daly-News		Sperry-Rand News L
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	
7:45		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Dear Phoebe F
8:00			
8:15		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	Hazel Bishop This Is Show Business L
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F		
8:45			
9:00	Gen. Electric G.E. Summer Originals F	Pharmaceu. Lombardo's Jubilee Eff. 6/19 Joe and Mabel	P&G Sneak Preview F
9:15			
9:30	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Spotlight Theatre L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L
9:45			
10:00	*The Big Picture*	Revlon The $64,000 Question L	
10:15			
10:30		G.M. (Alt. wks.) Liggett & M. Frigidaire Do You Trust Your	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

AFTERNOON	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L
12:15			
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted S*	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show S* Simoniz July 4, 11, 18	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15	Mickey Mouse Club (see footnote) F		
5:30			
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Co-op Jack Drees L Sports Show	Whitehall News L	Jaye P. Morgan L
7:15	Miles Labs Daly-News		Time Inc. Miles Lab. News Caravan L
7:30	American Motors American Dairy Derby Foods Disneyland F	CBS Cartoon Theater	Corn Prods. Press Conference L
7:45			
8:00		Toni Co. (8-8:30) (Alt. wks.) Bristol Myers Frankie Laine Time Kellogg (8:30-9) (Alt. wks.) Pillsbury	Scott Father Knows Best F
8:15			
8:30	Am. Tobacco Pearson Pharm. Dunninger L		
8:45			
9:00	Eastman Kodak Screen Directors Playhouse	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15			
9:30	Eddy Arnold Show L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15			
10:30			Purex Ina Ray Hutton L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
	P&G Guiding Light L	
	1:00 *CBS News* 1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	The Johnny Carson Show S	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	
	Am. Home Pr. Secret Storm	Queen For A Day Participating L
	P&G The Edge of Night	
		Modern Romances L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	News L	
Co-op Jack Drees L Sports Show		
Daly-News	News L	
	Quaker Oats Sgt. Preston of the Yukon F	Chevrolet So'ky Lanson Show L
	R. J. Reynolds Bob Cummings Show F	Camel News Caravan L
The Hour Glass F		DeSoto-Plymouth Best of Groucho F
	Chrysler Motors Climax—Shower of Stars L	Chesterfield Dragnet F
Am. Dairy Gen. Mills Lone Ranger F		
Greatest Sports Thrills F	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Borden Co. The People's Choice F
Compass F	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty.	Ford Theatre F
	Quiz Kids (Sust.)	Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
	P&G Guiding Light L	
	1:00 *CBS News* 1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	The Johnny Carson Show S	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF (Sus. Tu, Th)	NBC Matinee Theatre (Participating) Color L
	Bob Crosby (See Footnotes)	
Afternoon Film Festival F&L Participating (see footnote)	P&G The Brighter Day	
	Am. Home Pr. Secret. Storm	Queen For A Day Participating L
	P&G The Edge of Night	
		Modern Romances L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	Whitehall News L	
Co-op Jack Drees L Sports Show		
Daly-News	Whitehall News L	
	Colgate-Palmolive Co. My Friend Flicka	Jaye P. Morgan L
	Gen. Foods Hollywood Summer Theatre L	Miles News Caravan L
		P. Lorillard & Toni Co. Truth or Consequences F
Combat Sergeant	General Foods Our Miss Brooks	Gulf Life of Riley F
Chevrolet Crossroads F	R.J.Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Simoniz & Amer. C&C Big Story F 7/13 Best In Mystery
Helene Curtis Wine Corp. Dollar A Second L	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F
Sterling Drug The Vise F	Brown & Williamson (Alt. wks.) P&G Undercurrent F	Gillette Cavalcade of Sports L
Pabst Brewing It's Polka Time L	Amer. Oil Hamm Elgin Pantomime	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	Heinz Capt. Gallant F
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	*Mr. Wizard* L
	Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson (10 min.)	
	Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	
	Saturday Sports Mirror (Sus.)	
American Chicle Co. & Co-op Ozark Jubilee L	Pharma-Craft Beat the Clock L	Speidel Purex Down You Go L
Ralston Grand Ole Opry (Every fourth week)	Buick Jackie Gleason Show	Sunbeam Gold Seal Noxzema Kleenex Armour Toni Tony Bennett Show L
Dodge Div. The Lawrence Welk Show L	Nestle Stage Show	
	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L	Toni PaperMate People Are Funny F
Emerson Drg. Mathiesson Masquerade Party L	P&G Russ Morgan Show L	Purex Whitehall Festival of Stars F
	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (al.t) Pet Milk Encore Theatre F
	Mennen Co. High Finance	Am. Tobacco Warner Lambert Adventure

AFTERNOON / EVENING

Noon, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45

EVENING: 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Kendall Co., Norwich Pharm, Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, General Mills, Serta, Best Foods, Hytron, Yardley, Converted Rice, Bristol-Myers, Staley, Chevrolet, SOS.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Manhattan Soap, Pillsbury, General Mills, Bauer and Black, Kellogg, Easy Washer, Simoniz, American Home.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Carnation, Wesson Oil, Best Foods, Toni, Hazel Bishop.

© 1956 by Broadcasting Publications, Inc.

BROADCASTING & TELECASTING

August 6, 1956

B·T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 767,729; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Vernard; 93,223; N; $225

ARDMORE—
KVSO-TV (12) NBC; Pearson; 5/12/54-8/15/56

ENID—
► KGEO-TV (5) ABC; Pearson; 109,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
►KTVX (8) ABC; Avery-Knodel; 320,000; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 395,168; N; $800
► WKY-TV (4) NBC, ABC; Katz; 395,168; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 61,500; $300

KLAMATH FALLS†—
KOTI (2) 12/2/54-September; Hoag-Blair; $150

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 36,100; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 200,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 992,604; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LL, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
► WHUM-TV (61) CBS, ABC; Weed; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 286,500; N; $500
WTVU (44) (See footnote)

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-October

YORK—
► WNOW-TV (49) Keller; 137,000; $200
► WSBA-TV (43) ABC; Young; 145,563; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 210,399; N; $400
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 210,399; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 316,366; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; $450

SOUTH DAKOTA

DEADWOOD†—
Heart of the Black Hills Stations (5) Initial Decision 6/28/56

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 18,610; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 181,975 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

BRISTOL†—
WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 183,500; N; $450
► WRGP-TV (3) NBC; H-R; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $600
► WTVK (26) CBS, ABC; Pearson; 175,000; N; $360
WBIR-TV (10) 1/13/56-August; CBS; Katz; $600

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 438,231; $700
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 438,231; N; $900
► WREC-TV (3) CBS; Katz; 438,231; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 489,958; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $425
► WSM-TV (4) NBC; Petry; 260,229; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 85,993; $300
► KGNC-TV (4) NBC; Katz, 85,993; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 158,637; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
Brownwood Tv Co. (19) 6/6/56-Unknown

CORPUS CHRISTI—
► KRIS-TV (6) NBC; Peters, Griffin, Woodward; 80,000; N, LF, LS; $300
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young; 57,500; $200
KSIX-TV (10) 7/13/56-Unknown

DALLAS—
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 90,778; N; $450
► KTSM-TV (9) NBC; Hollingbery; 88,003; N; $325
KILT (13) 3/18/54-September

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 492,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 492,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 12,864; $150

LONGVIEW†—
KTVE (32) See footnote

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 120,859; N; $350
► KDUB-TV (13) CBS; Branham; 129,745; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 54,028; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250

SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 312,626; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 315,179; N, LL, LS, LF; $700
KONO-TV (12) 5/23/56-Unknown

SWEETWATER—
►KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
►KCEN-TV (6) NBC; Hollingbery; 152,647; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
►KCMC-TV (6) CBS, ABC; Venard; 161,840; N; $260

TYLER—
►KLTV (7) NBC, ABC, CBS; Pearson; 108,000; $250

WACO (TEMPLE)—
►KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
►KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
►KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY
►KSL-TV (5) CBS; CBS Spot Sls.; 205,500; N; $600
►KTVT (4) NBC; Katz; 205,500; N; $600
►KUTV (2) ABC; Hollingbery; 205,500; $450

VERMONT

BURLINGTON—
►WCAX-TV (3) CBS; Weed; 140,752; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; 4/13/56-September

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
►WVEC-TV (15) See Norfolk

HARRISONBURG—
►WSVA-TV (3) ABC, CBS, NBC; Pearson; 138,633; $200

LYNCHBURG—
►WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WYOU-TV (33) See footnote

NORFOLK—
►WTAR-TV (3) CBS, ABC; Petry; 405,000; N, LS, LF; $875
►WTOV-TV (27) 210,000; McGillvra; $380
►WVEC-TV (15) NBC; Avery-Knodel; 180,000; N; $400

PETERSBURG—
►WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) H-R; 5/30/56-January, 1956

RICHMOND—
►WRVA-TV (12) CBS; Harrington, Righter & Parsons
►WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
►WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750
WOTV (29) 12/2/53-Unknown

ROANOKE—
►WDBJ-TV (7) CBS; Peters, Griffin, Woodward
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 457,881; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
►KVOS-TV (12) CBS; Forjoe; 235,962; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
►KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
►KCTS (*9)
►KING-TV (5) ABC; Blair; 517,200; N, LF, LS; $1,000
►KOMO-TV (4) NBC; NBC Spot Sls.; 517,200; N, LL, FL, LS; $1,025
►KTNT-TV (11) CBS; Weed; 517,200; N; $900
►KTVW (13) Hollingbery; 517,200; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
►KHQ-TV (6) NBC; Katz; 159,680; N, LL, LF, LS; $625
►KREM-TV (2) ABC; Petry; 172,798; N, LL, LS; $450
►KXLY-TV (4) CBS; Avery-Knodel; 177,686; N; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
►KIMA-TV (29) CBS, ABC, NBC; Weed; 80,000; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
►WHIS-TV (6) NBC; Katz; 209,757; N; $200

CHARLESTON—
►WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
►WHTN-TV (13) ABC; Petry; 203,000; N; $450
►WSAZ-TV (3) NBC; Katz; 660,266; N, LL, LF, LS; $1,000

OAK HILL (BECKLEY)—
►WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
►WTAP (15) NBC, ABC, CBS; Pearson; 41,875; $150

WHEELING (STEUBENVILLE, OHIO)—
►WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
►WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
►WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
►WBAY-TV (2) CBS; Weed; 247,000; $500
►WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
►WMBV-TV (11) See Marinette

LA CROSSE—
►WKBT (8) CBS, NBC, ABC; H-R; 110,000; $360

MADISON—
►WHA-TV (*21)
►WISC-TV (3) CBS; Peters, Griffin, Woodward; 300,170; N, LF, LS; $500
►WKOW-TV (27) CBS; Headley-Reed; 127,500; N; $250
►WMTV (33) ABC, NBC; Bolling 140,000; $280

MARINETTE (GREEN BAY)—
►WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
►WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
►WITI-TV (6) Branham; 700,000; N, LL, LF, LS; $600
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
►WXIX (19) CBS, CBS Spot Sls.; 371,000; N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
►WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
►KDAL-TV (3) See Duluth, Minn.

WAUSAU—
►WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 93,100; $300

WHITEFISH BAY—
►WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
►KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
►KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $150
►KTVA (11) CBS; Alaska Radio-Tv Sls.; 23,000; $150

FAIRBANKS†—
►KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,000; $150
►KTVF (11) CBS; Alaska Radio-Tv Sls.; 9,000; $130

JUNEAU†—
►KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—
►KUAM-TV (8) NBC; Young; $120

HAWAII

HILO†—
►KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
►KGMB-TV (9) CBS; Peters, Griffin, Woodward; 96,582 (includes Hilo and Wailuku satellites); $350
►KONA (2) NBC; NBC Spot Sls.; 96,500 (includes Wailuku satellite); $300
►KULA-TV (4) ABC; Young; 91,680; $300

WAILUKU†—
►KMAU (3) (Satellite of KGMB-TV Honolulu)
►KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown

MAYAGUEZ†—
►WORA-TV (5) CBS, ABC, NBC; Young; 26,000; $120

PONCE†—
WKBM-TV (11) 5/3/36-Unknown

SAN JUAN†—
►WAPA-TV (4) ABC, NBC; Caribbean Networks; 100,000; $133
►WKAQ-TV (2) CBS; Inter-American; 104,778; $300
WIPR-TV (*6) 2/2/55-December

CANADA

BARRIE, ONT.—
►CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
►CKX-TV (5) CBC; All-Canada, Weed; 13,288; $170

CALGARY, ALTA.—
►CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 40,000; $280

EDMONTON, ALTA.†—
►CFRN-TV (3) CBC; Radio Rep., Young, Oakes. 48,500; $325

HALIFAX, N. S.†—
►CBHT (3) CBC, CBS; CBC; 37,000; $300

HAMILTON, ONT.—
►CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
►CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
►CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,213; $400

LETHBRIDGE, ALTA†—
►CJLH-TV (7) CBC; All-Canada, Weed; 10,500; $160

LONDON, ONT.—
►CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450

MONCTON, N. B.—
►CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
►CBFT (2) CBC (French); CBC; 393,000; $1,000
►CBMT (6) CBC, NBC, ABC, CBS; CBC; 257,300; $750

NORTH BAY, ONT.—
►CKGN-TV (10)

OTTAWA, ONT.—
►CBOFT (9) CBC (French); CBC; 44,300; $300
►CBOT (4) CBC; CBC; 76,000; $400

PETERBOROUGH, ONT.—
►CHEX-TV (12) CBC; All-Canada, Weed; 32,000; $230

PORT ARTHUR, ONT.†—
►CFPA-TV (2) CBC; All-Canada, Weed; 15,000; $170

QUEBEC CITY, QUE.—
►CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
►CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260

RIMOUSKI, QUE.†—
►CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $200

ST. JOHN, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250

ST. JOHN'S, NFLD.†—
►CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 15,500; $200

SASKATOON, SASK.†—
►CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 30,000, $230

SAULT STE. MARIE, ONT.—
►CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
►CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240

TIMMINS, ONT.†—
►CFCL-TV (6) CBC; Renaud; 2,650; $160

TORONTO, ONT.—
►CBLT (6) CBC, ABC, CBS, NBC; CBC; 457,000; $1,000

VANCOUVER, B. C.†—
►CBUT (2) CBC; CBC; 152,000; $580

WINDSOR, ONT. (DETROIT, MICH.)—
►CKLW-TV (9) CBC; Young; 1,588,000 (including U. S.); $450

WINGHAM, ONT.—
►CKNX-TV (8) CBC; All-Canada, Young; 70,000; $235

WINNIPEG, MAN.†—
►CBWT (4) CBC; CBC; 70,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
►XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)—
►XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte. N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown. Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; KTVE (TV) Longview, Tex.; KBMT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

BEST DRAMATIC SERIES IN SYNDICATION*

with Dick Powell, Charles Boyer, David Niven, Ida Lupino and 30 other top stars.

**Billboard's Fourth Annual TV Program and Talent Awards.*

BEST . . . THE ONE WORD HISTORY OF "STAR PERFORMANCE"

Through the years on Network, "Star Performance" as "Four Star Playhouse" has won award after award . . . Best Dramatic Series . . . Dick Powell, Best Dramatic Actor (and he did it again in Syndication) *plus* other winners in the Screen Director's Guild and Screen Writers Guild competitions.

Now is the time to put this solid award winning combination to work for you in your own area. *Contact us today!*

SOLD *Budweiser Beer in 10 Markets To New York • Chicago • Los Angeles • San Francisco • Philadelphia • Memphis • Denver Detroit • Atlanta • Dallas-Ft. Worth • Houston Portland (Ore.) • Indianapolis • Minneapolis Milwaukee*

SOLD *To Top Stations in Other Cities, Large and Small, including: Phoenix, Ariz. • San Diego, Cal. • Albuquerque, N. M. • Las Vegas, Nev. Fresno, Cal. • Salt Lake City, Utah • Stockton, Cal. • Rochester, N. Y. • Little Rock, Ark. • El Paso, Tex. • Columbus, Ga. • Redding, Cal. • Bellingham, Wash. Salinas, Cal. • Meridian, Miss. • Harrisburg, Pa. • Carlsbad, N. M. • Spokane, Wash. and London, England • Sydney and Melbourne, Australia • Dominion of Canada*

phone wire write

the man from Official today!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
PLaza 7-0100

Representatives in: Beverly Hills • San Francisco • Minneapolis • Chicago • St. Louis • Boston • Atlanta • Philadelphia

'Bulletin' Purchases WGBI-TV for $650,000

SALE of control of ch. 22 WGBI-TV Scranton, Pa., to the *Philadelphia Bulletin* (WCAU-AM-FM-TV) for $650,000 [CLOSED CIRCUIT, July 16] was announced last week. The *Bulletin* is buying control of the CBS-affiliated northeastern Pennsylvania uhf outlet by acquiring 15 of 20 outstanding shares of voting stock and 10 of 30 outstanding shares of non-voting stock. The station is now owned by Mrs. M. E. Megargee and family. It began operating in June 1953 and counts close to 300,000 tv sets in its coverage area. WGBI-AM-FM will be assigned to the Megargee group and is not included in the *Bulletin* purchase.

Donald W. Thornburgh, president of WCAU Inc., noted that WGBI-TV was carrying the complete CBS nighttime schedule. He said that WCAU hoped to operate WGBI-TV in the best interests of its Scranton audience and in the traditions established by WCAU-TV. WCAU-TV, operating on ch. 10, is also a CBS affiliate. It has been operating since 1948.

WGBI-TV holds an option to purchase ch. 36 WRAK-TV Williamsport. Pa. It is one of four uhf stations in the Wilkes-Barre-Scranton area; the others are NBC-affiliated ch. 28 WBRE-TV and ABC-affiliated ch. 34 WILK-TV in Wilkes-Barre and ABC-affiliated ch. 16 WARM-TV in Scranton.

This is WCAU's first move outside Philadelphia. Rival Philadelphia outlet, WFIL (*Philadelphia Inquirer*) has in the last few years acquired WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WNHC-AM-FM-TV New Haven, Conn., and WLBR-TV Lebanon, Pa. (although this has been stayed pending completion of a protest hearing). WFIL also owns 50% of WHBG Harrisburg, Pa.

Dodson Appointed by Sugg WKY-AM-TV Acting Manager

EUGENE B. DODSON, assistant mangaer of WKY-AM-TV Oklahoma City since March 1955, last week was named acting manager by P. A. Sugg, executive vice president of WKY Radiophone Co., licensee.

Mr. Sugg at the same time assumed management of WTVT (TV) Tampa, whose purchase by WKY Radiophone Co. was approved by the FCC July 19. He will continue general supervision of WKY-AM-TV as well as the company's other radio-tv properties. WFSA-AM-TV Montgomery, Ala. WKY Radiophone is affiliated with Oklahoma Publishing Co.

Mr. Sugg said Dick John, WKY-AM-TV newscaster, is joining the Tampa station as news bureau chief, and John Haberlan, WKY-TV national sales manager, will join WTVT as commercial manager. Hoyt Andres, formerly on the WKY-AM-TV staff, now manages the Montgomery stations.

WDXI-TV Takes Over Theatre

WDXI-TV Jackson, Tenn., ch. 7 has purchased a former moving picture house and is converting it—at a cost of $100,000—into a second studio, it was announced last week. The movie theatre, one of three whose marquees have been darkened by changing times, is being remodeled to accommodate a combination tv studio and community center. It will hold 350 persons and will be available for civic and fraternal meetings and little theatre presentations as well as station production. Under consideration are additional live WDXI-TV shows, featuring a weekly farm roundup, a daily kiddie show, a teen-age jamboree and a homemaker's show.

ARCHITECT'S DRAWING of new studios to be built for WRC Radio and WRC-TV in Washington, D. C. Construction is to begin in two weeks.

NBC to Build New Studios To House WRC-AM-FM-TV

NEW STUDIOS understood to cost approximately $4 million will be built by NBC in Washington, D. C., for its owned-and-operated stations WRC Radio and WRC-TV, it is being announced today (Monday).

According to network officials, the television station is the first in the nation "designed and constructed from the ground up specifically for local and network color programming."

Approval of plans for the new facilities by the NBC board of directors was announced by NBC President Robert W. Sarnoff. He said construction will begin within two weeks, with completion scheduled for the fall of 1957.

President Sarnoff said the decision to construct the multi-million dollar plant is another step in NBC's effort to speed development of color on a national basis. He stressed the value of bringing to the nation from Washington the events, personalities and scenes of the national capital and the importance of adding local color to NBC network color programming.

Carlton D. Smith, NBC vice president and general manager of WRC-AM-FM-TV, said that the new plant would represent "the last word in RCA electronic engineering" and would have significance to "official Washington."

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

THE ONE THEY LISTEN TO MOST...

...IS THE ONE TO BUY!

In Roanoke and Western Virginia—that's WDBJ!

your Peters, Griffin, Woodward "Colonel"

has the whole wonderful story

WDBJ CBS *radio*

AM 960 KC

FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

HIGHER
RATINGS
Feb. 1956 Shreveport ARB Area Survey

LEADING in 22½ morning quarter hours.

LEADING in 45½ afternoon quarter hours.

LEADING in 51 nighttime quarter hours.

•

GREATER
COVERAGE
KTBS-TV Channel 3, Shreveport, Louisiana, covers 44 counties in Louisiana, east Texas and south Arkansas. Population 1,351,700; set count 249,895.

•

MORE
VIEWERS PER DOLLAR
55% of the viewing audience from sign-on time to 12 noon.
82% of the weekday afternoon audience.
72% of the nighttime NBC audience in the Shreveport area.

MAXIMUM POWER

KTBS-TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · HOLLYWOOD · SAN FRANCISCO · ST. LOUIS

Tincher Appointed to Head Cowles' Huntington Stations

ROBERT R. TINCHER, vice president and general manager of Cowles Broadcasting Co.'s WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, has been named general manager of Cowles' newly-purchased WHTN-AM-FM-TV Huntington, W. Va. Cowles officially took over operation of the stations Aug. 1 following earlier FCC approval of the $635,000 purchase [B•T, June 25].

Mr. Tincher will retain executive direction of the Midwest stations and Donald D. Sullivan, advertising director of WNAX-KVTV, has been moved up to general manager of both outlets. Norman Bacon, KVTV program director, becomes assistant general manager of WHTN-TV, while Wayne Boyd, chief accountant for WNAX-KVTV, becomes business manager of the Huntington operations. Mr. Tincher said that no changes are contemplated in the current staff lineup of WHTN-AM-FM-TV, with Messrs. Bacon and Boyd filling vacancies which already existed.

MR. TINCHER MR. SULLIVAN

The personnel changes were announced by General Luther L. Hill, president of Cowles' broadcasting operations.

WMGT (TV) Return to Air Delayed Pending FCC Decision

RETURN of ch. 19 WMGT (TV) Pittsfield, Mass., to the air, following destruction of its antenna and tower last Feb. 25 by winds of hurricane force, has been delayed pending clarification of the Albany-Schenectady-Troy uhf-vhf situation, it was announced last week by William P. Geary, general manager of the Greylock Broadcasting Co. station. The FCC has proposed to remove ch. 10 from Vail Mills, N. Y. (outside Albany) to make the area predominantly uhf. Comments on this rule-making are due by Sept. 15. There is only one vhf station in the area, General Electric's ch. 6 WRGB (TV) Schenectady.

When WMGT returns to the air, Mr. Geary said, there is a strong possibility it may form an alliance with another area tv outlet for joint network affiliation and national spot sales. Details were not made public and will not be divulged until after the FCC decides the unmixing proposals, it was understood.

Burned-Out Market Promotes Tent Operation Via Radio-Tv

RADIO and television formed the backbone of an extensive advertising campaign conducted last week for the Grand Union Co. (supermarket), East Paterson, N. J., alerting the public that business was going on as usual under three flame-proof tents following a fire. Starting last Tuesday, Grand Union opened shop under the "big top" and spearheaded its radio-tv effort with WOR New York's *Dan McCullough Show*, (2:05-5 p.m. EDT), which originated Tuesday through Saturday from a tent pitched near Grand Union's canvas-top "stores."

On July 23, the company's East Paterson supermarket was destroyed by fire. To let shoppers know about the opening of tent "stores," Grand Union ran a five day spot announcement campaign on New York stations, including WINS, WMGM, WMCA, WABC-TV and WABD-TV in addition to WOR and WPAT Paterson. A spokesman for the company's agency, L. H. Hartman Co., New York, said that a limited amount of space also was used in New Jersey newspapers, but the dominant effort was in radio-tv. He credited the broadcasting media with playing an important role in doubling sales last Tuesday, as compared with average Tuesday business in the regular supermarket.

WINS to Carry Navy Football

WINS New York last week was awarded exclusive metropolitan area coverage rights to the entire U. S. Naval Academy football schedule this fall, except for the Army-Navy classic, already committed to MBS and its New York station, WOR. The Navy season, which gets under way Sept. 29, might run aground on WINS' previous commitment to air the N. Y. Yankees baseball games. However, Jock Fearnhead, WINS vice president and general manager, said that Navy's opening sally against William & Mary will be aired on a delayed basis, following the Yankee game. Should the Yankees participate in the World Series, Oct. 6, Mr. Fearnhead said, the same procedure would be followed in the Navy-Cornell game, scheduled that day. Though no sponsors have yet been announced, Mr. Fearnhead told B•T that he had "two hot prospects on tap."

KGW Covers Mt. Hood Fall

BOB FRANKLIN, KGW Portland, Ore., news and special events director, gave an on-the-scene report of efforts to rescue 19 teenagers who fell 2,000 ft. while climbing Mt. Hood in that state. Mr. Franklin reported from KGW's mobile unit 6,000 ft. up the mountainside and aired an eye-witness account from the mountain climber who discovered the trapped hikers.

The only complete TV FILM SERVICE *including...*

No. 9 in a series

BONDED
TV Film Service
630 Ninth Ave. • JU. 6-1030
New York Chicago Los Angeles

Sea-Going WERE

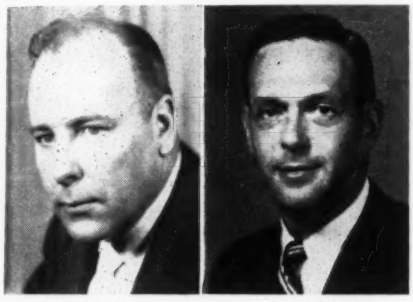
OVER 2,000 Greater Clevelanders were aboard for the initial cruise of the *S. S. Aquarama*, promoted exclusively by WERE Cleveland for two weeks prior to the sailing. The station sponsored the cruise as an audience promotion by special agreement with the operators of the new Great Lakes steamer.

Phil McLean, WERE disc jockey, did his entire show (7 p.m.-12 midnight) from the *Aquarama's* main lounge, interviewing distinguished persons among the passengers.

McIntosh Named Manager Of WWJ-AM-FM Detroit

ROBERT J. McINTOSH has been appointed station manager of WWJ-AM-FM Detroit and has named Walter A. Schwartz national sales manager of the stations.

Mr. McIntosh, a veteran of more than 20 years in broadcasting, was associated with WGRC Louisville, Ky., and was general manager of WJPS Evansville, Ind., prior to joining WWJ as sales manager in 1954. His new duties will include complete supervision of all departments of WWJ, including sales.



MR. McINTOSH MR. SCHWARTZ

Mr. Schwartz, who joined the WWJ sales staff last year, will handle national sales planning, sales development, and sales coordination with the stations' national representative, Peters, Griffin, Woodward. He is a native of Detroit.

WGN, Standard Oil to Cover Chicago Bears in Area

RADIO coverage of all Chicago Bears' pro football games this fall will be sponsored by Standard Oil Co. (of Indiana) on WGN Chicago, it was announced Tuesday. Contract for the broadcasts, handled through D'Arcy Adv. Co., marks the 11th straight year Standard has sponsored exclusive coverage for the Chicago area.

Complete 17-game schedule, including five pre-season contests, will be aired starting Aug. 24, with Jack Brickhouse, WGN sportscaster, handling description. Standard dealers again will send out copies of a 40-page Bears' book, according to Wesley I. Nunn, advertising manager. He reported distribution of some 200,000 last year.

Station coverage this fall will be limited to WGN, 50 kw clear channel outlet, as in 1955. Previously, Standard sponsored Bears' games on that station plus a midwest regional network. It also has signed to co-sponsor the College All Stars-Cleveland Browns classic at Soldiers Field Aug. 10.

Opening pre-season game matches the Bears against the Philadelphia Eagles. First regular season broadcast will be that of the Bears-Colts in Baltimore Sept. 30.

WCBI-TV Now Telecasting

WCBI-TV Columbus, Miss., went on the air with a special 1½ hour telecast on which Mississippi Gov. J. P. Coleman spoke. The ch. 4 outlet operates with 20 kw and carries programs from all three major networks. Operating schedule is 2-10:30 p.m. daily.

Station executives include Bob McRaney, general manager; Chris Everson, station manager; W. W. Whitfield, sales manager; Kevin O'Neill, production manager, and Tom McFerrin, chief engineer.

WCHI Chillicothe Goes on Air

WCHI Chillicothe, Ohio, owned by Glacus G. Merrill, has gone on the air, operating with 500 w on 1350 kc.

South Bevins is station manager of the new operation; Joe Bryant, sales manager, and Paul Ellison, program director. The station is housed in a new building at 800 Eastern Ave. on Routes 50 and 35 in Chillicothe.

Bernard Co. to Represent 'Country-Western' Stations

PLANS to specialize in sales representation of stations which feature country-western music programming were announced last week by Charles (Chuck) Bernard of the sales representative firm of Charles Bernard & Co., 333 West 56th St., New York.

Mr. Bernard, former sales manager of ABC's WABC New York and before that with DuMont Television Network and a number of stations, said he already has WARL Arlington, Va., and WCMS Norfolk, Va., signed, and that he expects to have a substantial "country-western group" formed within the next few months.

Asserting that sale of $700 million worth of hillbilly records and sheet music in 1954 alone indicates the magnitude of the country-western market, he said that "by specializing we make it easier for the client and timebuyer to purchase this audience." Moreover, he said, much of the company's research and promotion work will apply to all stations, resulting in individual savings to them.

RAY ARMAND, general manager of WARL Arlington, Va., signs a contract with the sales representative firm of Charles Bernard & Co. L to r: Mr. Bernard. Mr. Armand, and George Crump, director of sales for WARL.

Now—

Channel 2

in

fabulous FLORIDA.

Now—

WESH-TV

is on

the air in

Jam-Packed,

Sales-Rich

Daytona Beach.

Now—

call

Edward Petry

& Company

for

details on

WESH-TV,

Daytona Beach

and

WJHP-TV,

Jacksonville

?

THE WHO'S WHO OF STAINLESS AM TOWER INSTALLATIONS

WJMJ	KNOE	KRVN	WAMI	WGTM
WHOM	WNOE	WNPT	WBRN	WSEV
WGBS	WYVE	KCRE	WESK	WEAN
WLTR	WOSC	WTVB	WCRE	WIBG
WDOS	WHSC	KLWN	WCHN	KONE
WICE	KAGH	WIOD	WPEL	WEBB
WKRT	WTPR	WQAM	KRGI	WMPM
WKCT	WJMA	WCAP	WKIK	CJSP
KMUS	WSFL	WGAF	WARN	WAVI
KTRY	WWWF	WINZ	WGEA	KDLS
WCRB	WKVA	KBOP	WPME	CKLB
WHAW	WDOK	WBRY	WNEB	WLDB
WHBO	WPAW	WAWZ	WRIS	KWK
WOBS	WREB	WBEV	WIVK	WGSA
WKOY	WCOJ	KNBR	WOZK	WHBN
WMMB	WERC	WPRO	WSMT	WLOA
KCOH	WEAT	CMCU	WNRV	WPVL
KDDD	WCLD	WPAZ	KMAK	WMGE
KXIT	WEOK	WWOC	KBBA	WDBM
WSPD	WZOB	WFUL	WEAW	WATK
WKLY	WBLT	WBUD	WKSB	WCDL
WPPA	WFMD	WMGR	WFMO	WLLY
KBON	WCDL	WAWZ	WLON	WAPG
WJBS	WDSM	WHIL	WOWO	WFTG
WGMS	WEBK	WLEA	KGAL	WPRG
WDOV	WRAD	KSOO	WRRR	KSPO
KPAN	WIRY	WKMH	WAYZ	WKLE
WGYV	WGRY	WDOR	WJOT	CKLY
WAZL	WRAC	WCIN	WKSB	WJET
WKLO	CMBQ	WOAP	WNNJ	WBSE
WRHI	WABG	KWWL	WOHO	WBTH
WKID	WRHC	WOKE	WLMJ	WCAH
WHSY	WHYN	WKSR	WDBF	WBKR
WBIS	WTSA	WINZ	WWKO	CHJL
WLSI	WELC	WSOK	WSPN	WFCR
WGIG	KCIM	WOHP	WMCH	WBVL
WIDE	WOKO	WNDB	WSIG	WJWG
KGYN	WPBB	WPAC	WTIS	WBIE
WGVM	KELY	KNBR	CKDA	WICE
WIRC	WABM	WHIZ	KVOX	WMEG
WOLS	KBTA	WPAM	WHAT	WKLZ
WGLS	WGET	KWOC	WINA	WHED
WIRJ	WDBL	WMFC	WLFA	WEMB
WCVA	KCJB	WKOV	WCBY	WADS
WFEC	WMAY	WLAY	WORX	WYCL
WWHG	WGTA	WTCW	WDAS	KATI
KNEX	WARA	WPOR	CKVL	WYZE
WNAV	WEIM	WTUS	WDCF	KBVM
KXLW	WOND	WMOU	WTAR	WPVL
WJCD	WILK	WTVB	WSRC	KWFC
WBRM	WTOB	WPAW	CKLG	WESO
WEPM	WSVA	WPRT	WRPB	WEAR
WPLI	KIKI	WFOB	WWOK	WTSN
WMIK	WKBR	KLAS	WCGC	KLOS
WJAY	WGNR	WHBS	WVOM	WERH
WKRT	WRIC	WAKN	WXLW	WINC
WWWR	WJIV	WRAP	WBOF	WDBO
KLMX	KCBS	WCAM	WINN	WBEE
WKXY	KUKI	WDBO	WKLV	KELO
WNNT	WARM	WSLM	WJWS	WSNT
WLYC	WATH	WCAR	WPEN	WNBF
WMBL	WWBZ	WIKE	KITN	KGMS

Call or write, and learn why these stations have chosen Stainless.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Gov. Stratton Granted Time To Explain Action on Hodge

GOV. William G. Stratton of Illinois was granted time by CBS owned-and-operated WBBM-AM-FM-TV Chicago last Wednesday to explain the "official action" taken by the state in the embezzlement case involving deposed State Auditor Orville Hodge.

The CBS outlets announced later that equal time would be granted to Herbert Paschen, Democratic gubernatorial candidate, to answer Gov. Stratton in a similar time period (6:30 p.m. CDT) Aug. 8. Gov. Stratton denied any implications that the Hodge scandal reflected on his state administration.

Foote Made Hoag-Blair VP

RICHARD L. FOOTE, eastern sales manager, Hoag-Blair Co., New York, has been named executive vice president of the tv station representative firm, President Robert Hoag announced last week.

MR. FOOTE

With Hoag-Blair since early 1955, Mr. Foote was formerly an account executive with WFTL-TV (now WGBS-TV) Ft. Lauderdale, Fla. Before that, he was associated with the New York office of Forjoe & Co., another representative company.

WATV (TV) Rates Up 20%

INCREASE in advertising rates of 20% for WATV (TV) Newark was announced last week by Irving R. Rosenhaus, president and general manager of the Bremer Broadcasting Corp., owner of the station. The new rate card becomes effective Sept. 1.

The new one-time hourly rate, Mr. Rosenhaus said, will be $1,500 for Class "A" time, as compared with $1,250 under the current card, which went into effect in July 1955. Mr. Rosenhaus said current contracts and those signed before Sept. 1 will be protected for a 13-week period.

KVOS-TV Boosting Power

KVOS-TV Bellingham, Wash., located near the Canadian border, is preparing to install new General Electric transmitting gear as soon as possible following FCC grant of a power increase to 224 kw aural and 112 kw visual. The antenna is 2,370 feet above average terrain. Rogan Jones, KVOS-TV president, said the ch. 12 station has affiliated with CBS-TV. Color equipment will be added when adequate programming is available, Mr. Jones said.

WRCA-TV Plans Big Increase In Local Color Programming

IF WRCA-TV New York has anything to say about it, New Yorkers will find this coming autumn to be the most colorful in tv history. According to NBC-TV Vice President and WRCA-AM-TV General Manager Thomas B. McFadden, the NBC owned-and-operated New York tv channel will nearly triple its output of local color tv programming this fall—not counting whatever color expansion the network may contemplate.

Operating with a single color camera, WRCA-TV currently airs four hours and 10 minutes of color a week; after acquiring its second camera and film chain (for projecting 16 mm and 35 mm color film and slides) this summer, local color programming will be up to 11 full hours a week. NBC-TV already has announced its intentions to air "at least" one major color program each weekday night in addition to the color spectaculars.

With WNBQ (TV) Chicago and WRCA-TV thus geared into color, two other NBC-owned stations will begin colorcasting late this year. They are WRCV-TV Philadelphia and KRCA (TV) Los Angeles. Other NBC-TV owned-and-operated stations are WBUF-TV Buffalo and WRC-TV Washington, D. C.

Trustees O.K. Tigers' Sale

TRUSTEES of the estate of Walter O. Briggs voted Monday to approve sale of the Detroit Tigers baseball team and Briggs Stadium to a group headed by Fred Knorr, operating WKMH Dearborn and other stations, and John E. Fetzer, head of the Fetzer Stations. The Knorr-Fetzer syndicate paid $5.5 million for the properties [B•T, July 23].

KOB-TV Makes Color Test

KOB-TV Albuquerque, N. M., currently conducting tests of its color equipment, will be ready for its first official color programming by World Series time, according to Wayne Coy, the station's president and general manager. Mr. Coy's announcement was made during a preview demonstration of color held at the studio for representatives of the press, wire services and local advertising agencies.

Tv Skyrockets Construction Company's Business

THE GROWTH of a modest-sized building supply business to a modern, two-store materials and construction business can be directly attributed to television, according to officials of KTSM-TV El Paso.

Hunt Sales Co., which was located in nearby Ysleta, Tex., used only billboard and direct mail advertising until KTSM-TV account executive John Conboye in the fall of 1954 talked the management into a 13-week radio-tv spot schedule. Hunt quickly found its biggest pull was from KTSM-TV and in January 1955 signed up for a weekly half-hour mystery and a weekly quarter-hour dramatic show, with commercials built around remodeling, reconditioning and new construction.

In 12 months, Hunt had to increase construction crews from one to four, with two of the new crews beginning to tap metropolitan El Paso. As El Paso business increased, Hunt had to move to the city, and with its climb in custom-building business joined with El Paso designer Wally Sheid to become Hunt-Sheid.

The new store and showroom features three model kitchens, a large display of building materials and an extensive line of tools, hardware and paint, whereas the construction end of the business has some 25 houses going up at $25,000 to $65,000. Swamped with orders, Hunt-Sheid's difficulty now is not new business, but finding new employes, according to WTSM-TV.

ALBERT T. JOHNSON, general manager of KENS-TV San Antonio, Tex., signs for MCA-TV's package of 123 Gene Autry-Roy Rogers features. L to r: standing, Vernon Christian, MCA-TV district manager; Ed Uhler, KENS-TV program director; Wayne Kearl, the station's commercial manager; seated, Raymond W. Wild, vice president of MCA-TV's southern division, and Mr. Johnson.

Quaal Back to WGN-AM-TV

WARD L. QUAAL last Wednesday assumed his duties as general manager of WGN Inc. (WGN-AM-TV Chicago), leaving his post as vice president and assistant general manager of Crosley Broadcasting Corp., Cincinnati. He succeeds Frank P. Schreiber, who resigned as vice president and general manager of the *Chicago Tribune* radio-tv properties last June [B•T, June 11]. Mr. Quaal originally joined WGN in 1941 and left in 1949 to become director of the Clear Channel Broadcasting Service. He joined Crosley in August 1952.

Thomas W. Sewell Dies

THOMAS W. SEWELL, secretary-treasurer of the Dixie Broadcasting Co., which operates WMGY Montgomery, Ala., died July 29 as the result of an accidental drowning while swimming in a lake near Montgomery.

Mr. Sewell, a former major league baseball player, has been general manager of WMGY since it began operation in 1946. He is survived by his wife and two children.

STATION PEOPLE

A. C. Dowden, sales manager, KARK Little Rock, Ark., to commercial and national sales manager, KTHS Little Rock.

S. Charles Green Jr., sales staff, WNOK Columbia, S. C., named sales manager of WORD and WDXY-FM Spartanburg, S. C.

Harry Bulow Jr., former president of KOBK Owatonna, Minn., to KSON San Diego, Calif., as retail sales manager.

Justin R. Duncan, WOAI-TV San Antonio, to operations manager, KONO-TV San Antonio.

Doyle D. Thompson, assistant chief engineer, WFMY-TV Greensboro, N. C., promoted to chief engineer.

John Palmer, program staff member, WKNB-AM-TV New Britain, Conn., to program director of WKNB, succeeding **Raymond M. Neilan,** leaving industry for another field.

William H. Melson, manager of talent and other services, WBT-AM-TV Charlotte, N. C., and WBTN (TV) Florence, S. C., appointed personnel and allied services manager.

Lee L. Whiting, former vice president-general manager, KEYD (TV) Minneapolis-St. Paul, to sales staff of WCCO-TV Minneapolis-St. Paul.

Geoffrey A. Lapping, technical supervisor for five Arizona radio stations, appointed director of technical operations, KPOK Scottsdale, Ariz.

Fred B. Dickson, director of news and special events, WSOC-AM-FM Charlotte, N. C., appointed acting program director. **Thelma Hargett,** receptionist, appointed continuity editor.

John H. Kline, sales service manager, WCAU Philadelphia, to sales staff.

Terry M. Hatch, northern Calif. sales representative, Ziv Tv, to KNBC San Francisco as account executive.

Art Lamb to WGMS-AM-FM Washington as morning man. Mr. Lamb also conducts an afternoon program on WTTG (TV) that city.

Dan Chamberlin, United Nations bureau, *N. Y. Times,* to news staff of KRUX Phoenix, Ariz.

Dave Rodman, former program director, WEIM Fitchburg, Mass., to announcing staff, WNAC Boston.

Vance Humphreys, air promotion writer,

Buy.. WCNX MIDDLETOWN, CONN.
500 W. 1150 KC
Pop. 75,000 Families 21,200
Total Buying income $132,304,000
Represented by Devney & Co.

Free FILMS FOR TELECASTING

Write for a selected list of 30 films, free upon request, showing

BELGIUM, HOLLAND, DENMARK, SWEDEN, FRANCE, FINLAND, THE CONGO, SOUTH AFRICA, and many others

HORTICULTURAL FILMS

Handicrafts, Art, Industry, Scenery, Flowers, Gardening, Natives.

Request a print of this new film and OSCAR WINNER,

"THE PROMISE OF SPRING"

(planting of bulbs in the fall, displaying beauty in the spring)

Write Free TV Films Dept.

FILMS OF THE NATIONS

62 West 45th St., New York 36, N. Y.

MUrray Hill 2-0040

KCEN-TV Covers the WACO-TEMPLE CENTRAL TEXAS AREA MARKET

Texas business is booming . . . and we're in the heartland of Texas!

KCEN-TV

- 833 ft. tower
- Channel 6, VHF
- Max. power, 100 kw
- Full Time

NBC

Representatives:
NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd, Temple, Texas
OWNED AND OPERATED BY BELL PUBLISHING CO.

Nearly 55,000 Farms

are located within WHBF's 31-county (25,000 sq. mile) coverage area. 14 of these counties are among the top 200 in the nation in Gross Cash Farm Income.

(Sales Management 1956)

CBS FOR THE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

KABC-TV Los Angeles, promoted to station publicity department. **Lloyd Peyton,** ABC Hollywood continuity acceptance editor, to KABC-TV air promotion writer. **Tom Kersey** to ABC continuity post.

Mike Connolly, syndicated columnist and author, doing daily Hollywood news show on KDAY there.

Gordon Robbie, announcer-salesman, WDSR Lake City, Fla., to WJHP Jacksonville, Fla., in same capacity.

Russell G. Wittberger, Allen-Bradley Co., Milwaukee, to WISN there as account executive. **Herman A. Schneider,** station manager, WJON St. Cloud, Minn., to WISN-TV as account executive.

Arthur Sipherd Jr., special events director and chief announcer, KCMJ Palm Springs, Calif., promoted to program director.

Bobby Peters, musician, to WBAP-FM Fort Worth, Tex., as program director.

James Ennis, video engineer, WNBF-TV Binghamton, N. Y., to director, succeeding **Robert Dunn,** resigned to join WJNO-TV West Palm Beach, Fla. **Earl Thomas,** WWSC Glens Falls, N. Y., to WNBF-AM-TV as staff announcer, replacing **Fred McCall,** joining WINR Binghamton. **Carol Conklin,** recent graduate of Hood College, Md., to WNBF traffic department. **Mrs. Marilyn Lilyea,** publications department, U. S. Navy Central Torpedo Office, Newport, R. I., to WNBF-AM-TV as copywriter.

John J. Allonier, cosmetic and beverage salesman, to sales staff, WKRC Cincinnati. **Spencer Danes,** feature reporter and announcer, WLW Cincinnati, to WKRC news staff.

Bob Harvey, announcer-director, WSAV-TV Savannah, Ga., to staff announcer, KVOO-TV Tulsa, Okla.

Sig Sakowicz, Chicago radio-tv disc jockey, granted permission from Army Dept. to tape record interviews in Europe with midwest servicemen for use on new radio-tv programs now in production.

Joe Foss, announcer at WBBM Chicago, signed to handle play-by-play of Big 10 (Western Conference) football broadcasts for CBS Radio in midwest.

Dwain Esper, sports announcer, Los Angeles *Mirror-News* writer, signed as track broadcaster for Saturday *Sportscene* show on KNX Hollywood.

Abbie Neal, country and western disc jockey; **Slim** and **Loppy Bryant,** MGM recording artists, and **Carl Stuart,** formerly on WCOP Boston staff, all to talent staff of WAMO Pittsburgh, Pa.

Graduates of Northwest Radio & Television School who have taken station positions: **Bill Farmer** to KERO-TV Bakersfield, Calif., as technical director; **Rosemary Valenti,** WEWS (TV) Cleveland, traffic; **Rochelle Mudd,** WTTW (TV) Chicago, film department; **Pat Myers Jr.,** KOMU-TV Columbia, Mo., film editor; **Robert Butterfield,** KLRG Las Vegas, Nev.

Dick Wheeler, owner-manager, KTLN Denver, appointed chairman of "Register, Inform Yourself, and Vote" 1956 campaign in Colorado, project of Colo. Broadcasters & Telecasters Assn.

DICK SELLER, president of H. Richard Seller Adv. Agency, Portland, Ore., signs for $100,000 in program time on KLOR (TV) Portland for four of his agencies' clients. At right is S. John Schille, KLOR general manager. Involved in the transaction were the *Mickey Rooney Show* for Tonkin Motors; *Marlow Branagan Sports Show* for Meadows Pontiac; *Federal Men* for Northwest Grocers, and *All Star Theatre* for Smith's Home Furnishings. All four programs will be shown in Class "A" time and were sold by KLOR salesman Jack Wassan.

REPRESENTATIVE APPOINTMENTS

WAVY-AM-TV Portsmouth, Va. appoints H-R Representatives Inc., N. Y., for radio and tv sales. WAVY-TV has set January 1957 target date.

WAKE Atlanta to Adam Young Inc., N. Y.

WFEA Manchester, N. H. a member of the Rahall group of stations, appointed Weed & Co. its national sales representatives, effective immediately. Weed also will continue to represent WKAP Allentown, Pa., another Rahall station.

REPRESENTATIVE PEOPLE

Martin E. Goldberg, ratings supervisor, ABC Radio Research Dept., to H-R Representatives as assistant to Research Director **Avery Gibson.**

Norman Cissna, assistant general manager and sales director, WTTV (TV) Indianapolis, to The Meeker Co., Chicago office.

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Tv Transmitting Equipment Urged for Travel Terminals

THE NEED for permanently located tv transmitting equipment at major U. S. air, rail and shipping terminals was stressed Friday by William A. Berns, news and special events director, WRCA-AM-TV New York. Mr. Berns, visiting instructor in adult education at the NBC-Barnard College, N. Y., Summer Institute of Radio & Television, told students that "the time is swiftly approaching when key centers of the globe will have to be within eye-shot of a world-wide audience at a moment's notice." He particularly emphasized local coverage of "important arrivals and departures."

Mr. Berns said that this need is compounded by the exorbitant cost borne by local stations in dispatching mobile tv equipment to major transportation centers "every time something of particular news value occurs." One way to procure immediate news coverage while "keeping the budget down," Mr. Berns suggested, is by persuading the major transportation companies to purchase, set up and maintain tv camera pools that could, "at a moment's notice," feed remotes directly into the stations.

He said that such a procedure "will not only pipe the arrival say, of a Sir Athony Eden, right into living rooms within minutes after the plane has landed, but it will also make public affairs programming more attractive to local stations due to the low expense in arranging for direct pick-ups." Mr. Berns told B•T he already has proposed such a system "on an informal basis" to Pan-American World Airways, which said it will "seriously consider" the suggestion.

Test Shows Tv Lectures Superior to Classroom's

AVERAGE exam scores of 186 high school students viewing chemistry lectures on tv sets ran 4.49 points above those of a 702-student non-tv group, according to an experiment conducted by WCET (TV) Cincinnati, ch. 48 educational station.

In advance of WCET's seven-week experiment, which involved classes from six comprehensive high schools, chemistry teachers met as a group and determined the material to be taught, so that all students were receiving the same information. To make certain that aptitude levels of the groups were comparable, tests were given to the students in advance of the series. The aptitudes of the two groups were determined as about equal.

Commenting on the tests, the Cincinnati Public Schools said: " . . . the evidence would indicate that direct teaching by television in this experiment was more effective than regular classroom instruction. That may be due to the television medium itself or the personality and teaching effectiveness of the television teacher, or a combination of these influences. It is probable in this experiment that each of these influenced the outcome."

"I've been thinking—wouldn't I do better over KRIZ Phoenix?"

Lessons Via Tv

TELEVISION is going to be used full strength this fall as a complete adjunct to the classrooms. Washington U., St. Louis, has announced, that beginning in September, the entire freshman basic mathematics course will be given over the facilities of ch. 9 KETC (TV) St. Louis in five, 45-minute lectures weekly complete with lesson assignments. The 400-500 freshman will be expected to attend the city-wide lecture hall in their homes, notebooks at the ready, and will be given the opportunity of conferring with instructors at intervals during the semester. Washington U. officials hope that the telecourse will free teachers for more intensive tutorial activities.

WUSV (FM) Given New Gear By WEJL Scranton Owners

DONATION of complete fm equipment to WUSV (FM) Scranton, Pa., educational radio station of the U. of Scranton, by Elizabeth R. and Edward J. Lynett Jr., operators of WEJL Scranton and co-publishers of the *Scranton Times*, was announced last week. Accepting the equipment from the publishers was the university's president, the Rev. John J. Long, S.J., who said that it would be used towards increasing the power of WUSV (FM), now in its sixth year of operation.

Dramatic Arts Foundation Buys Radio, Video School

THE Radio and Television School of the Columbia Institute, Philadelphia, was purchased last week by the American Foundation of Dramatic Arts. The training school—the oldest in Philadelphia and reportedly one of the highest rated in the country—will continue to stress the technical side of broadcasting, but will add courses in acting and production this fall. To accommodate this move, AFDA will construct a complete closed circuit "station" on the premises, officials said.

The foundation's head, musical comedy star Wilbur Evans, said that, "this is one more step toward our goal of establishing a complete university of all fields of creative activity."

KQED (TV) Move Planned

KQED (TV) San Francisco, noncommercial educational outlet, will move its transmitter and antenna this fall from the Mark Hopkins Hotel to San Bruno Mt., General Manager James Day announced last week. He explained the change will improve reception. KQED will build a new transmitter building and 150-ft. tower at the new site, adjacent to the present facilities of KRON-TV and KNBC-TV San Francisco. Mr. Day said the educational station's recent fund campaign fell short of its goal, but the move is being made "with the conviction that an enlarged audience will result in increased viewer support."

*Standard heights to 1000 feet, with special designs available for higher structures

Your best solution to any tower problem is

BLAW-KNOX via Graybar

Pick the worst weather conditions on the map and you'll find Blaw-Knox towers up and operating successfully. For meeting any tower need you can combine design experience that goes back to radio's beginning with a supply service that started in 1869. Just order a Blaw-Knox tower via Graybar. Ready to give you skilled help on this, and every other phase of station construction is a Graybar Broadcast Equipment Representative. A phone call from you will make your problems his. 666-18

EVERYTHING ELECTRICAL via GraybaR TO KEEP YOU ON THE AIR . . .

Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.

OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

— PROGRAM SERVICES —

Liberty Leasing Enters Radio-Tv Equipment Field

ENTRY into the radio-tv field was announced last week by the Liberty Leasing Corp., New York, whose officials said it will provide radio and television stations with equipment to their specifications on a monthly rental basis. The company heretofore has been engaged primarily in the leasing of equipment for the compressed gas industry.

Liberty plans to provide, on long-term lease basis, such equipment as transmitters, film and live cameras, projectors and accessories, control systems and complete packages.

Manfred I. Behrens Jr., formerly president of Ludwig Bauman & Spears, New York furniture chain store, is president. George G. Weiss, president of WWBQ Augusta, Ga., and vice president of Studio Films Inc., New York, is vice president of the new leasing company. Mr. Weiss recently sold WPAL Charleston, S. C., of which he was president. Liberty Leasing maintains headquarters at 341 Madison Ave. Telephone is Murray Hill 3-5095.

Latest Electronic Devices In RKO-WOR Recording Studio

THE LATEST electronic recording devices—including the recently developed tv film tape recorder—will be incorporated in construction of the new RKO-WOR (New York) recording division of MBS, the network's president, John B. Poor, announced.

As part of an overall expansion move of the division to meet its increased use by advertising agencies, MBS is currently building an ultra-modern recording studio in its New York headquarters, supplementing existing facilities in the same building. Features of the new studio will include the binaural sound recorder, the 12-channel custom-built mixing channel with push-button echo control and built-in Cinemagraph equalizing system, a separate live echo chamber and an isolation room for "improved vocal-music separation," MBS said.

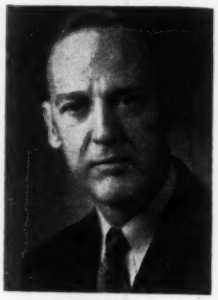
Entertainment Productions New Name for Cowan Firm

THE tv packaging firm of Louis G. Cowan Inc., New York, has changed its name to Entertainment Productions Inc., thus ending all connections with the founder of the company, Louis G. Cowan. Mr. Cowan resigned earlier this year to accept a top creative vice presidency at CBS-TV. The firm, which continues at its New York offices, 575 Madison Ave., under the presidency of Harry Fleischman, produces *The $64,000 Question, The $64,000 Challenge, Down You Go, The Big Surprise, The Quiz Kids,* and other quiz programs.

— MANUFACTURING —

GE Lab's Marvin Retires, Known for Fm Developments

THE retirement of Harry B. Marvin, 62, a pioneer in fm broadcast development, motion picture sound and high frequency measurement, was announced last week by General Electric Co.'s Electronics Lab. Mr. Marvin, with GE since 1919, had been on the lab's staff since its founding in 1947.



MR. MARVIN

Holder of at least eight patents in the field of high frequency broadcasting and testing, Mr. Marvin was instrumental in the construction of the first Armstrong-circuited fm sets, of GE's first tv studio and in the development of motion picture sound techniques. In 1950, he was named an IRE Fellow for "outstanding contributions in the art of measurements and his pioneering work in fm, television and allied fields."

During World War II, Mr. Marvin acted as liaison engineer between GE and the Massachusetts Institute of Technology's radiation lab, and after V-E Day, toured Germany along with other engineers in an investigation of scientific war developments under the Nazi regime.

F. P. Guthrie Retires After 33 Years with RCA

F. P. GUTHRIE, assistant manager, RCA Frequency Bureau, Washington, retired last Tuesday after 33 years with RCA. He was feted by his colleagues and given an aluminum boat for his summer home near Chesapeake Bay.

Mr. Guthrie was associated with Comr. T. A. M. Craven in the Navy in World War I and later was manager of the U. S. Shipping Board radio division. He joined RCA in 1923 as manager of its Washington office, then served as manager of what is now WRC Washington until 1927 when NBC was formed. He served as assistant vice president of RCA Communications until 1953 when he was assigned to the frequency bureau.

Kory to Emerson-New York

MICHAEL KORY, vice president in charge of sales, Emerson Radio & Phonograph Corp., Jersey City, last week was appointed president of Emerson-New York, exclusive distributor for Emerson in the New York metropolitan area. Named as his successor was Hal Dietz, formerly general manager of the distribution arm. Both have been with Emerson for a number of years. Before his election as sales vice president in May 1955, Mr. Kory was the sales and sales administration director as well as manager of Emerson distributing subsidiaries. Mr. Dietz moved to Emerson-New York in January 1952, having previously been advertising and sales promotion director of Emerson.

Kay Labs' Profits Up

KAY LABS', San Diego, profits and orders for the first half of 1956 showed a marked increase over the same period last year, LaMotte T. Cohu, board chairman and president, disclosed last week.

Orders for the first six months, he said, amounted to $1,441,031, compared to $657,196 for the first six months of 1955. Profits for the first half of 1956 were $71,239.56 on billings of $1,088,924, compared to a loss of $23,775.89 on billings of $532,939.96 in the corresponding period a year ago.

PT&T Orders Relay Equipment

DELIVERY of the first 11,000 mc portable tv microwave relay equipment to the Pacific Telephone & Telegraph Co., Portland, Ore., was announced last week by Lambda-Pacific Engineering Inc., New York. The Lambda KU band link, said to be the first and only microwave equipment operating in the 107-117 mc frequency range, was purchased for Pacific T&T by Western Electric Co., division of AT&T. It will be used to survey new tv microwave routes for the 11,000 mc equipment to be installed late next year in the Oregon, Washington and Idaho area.

New Closed Circuit System

VISUAL Electronics Corp., New York, last week announced that for the first time a complete closed circuit system providing broadcasting quality film and live studio pickup is being offered at a price under $10,000. VEC is distributing this equipment, consisting of a studio camera, film camera, 16 mm projector, automatic slide projector, sync generator, switching console, camera monitors, and a small RF transmitter, for the Dage Television Div., Thompson Products Inc.

Gen. Maude Joins DuMont Lab

MAJ. GEN. Raymond C. Maude (U. S. Air Force, ret.), former commander of the Cambridge Research Center, Hanscome AFB, Bedford, Mass., has joined Allen B. DuMont Labs as assistant to Dr. Thomas T. Goldsmith Jr., vice president of the government and research division. While in active service, Gen. Maude was instrumental in the "Lincoln Project" on intercontinental air-defense, jointly conducted by the Massachusetts Institute of Technology and the Air Force. At DuMont, he will aid in directing and coordinating the firm's electronics supply program to the armed services.

Arthur Wright Dies in N. Y.

ARTHUR WRIGHT, 77, patent attorney and inventor, died July 28 at his Forest Hills, N. Y., home, after a short illness. A former practicing lawyer, Mr. Wright this year received a patent for a three-dimensional color tv system described as presenting a different picture to each eye by creating a stereoscopic effect regardless of image color. He also is credited with several other tv patents.

Personal Radios, Tv Sets Aid Motorola Sales Boost

MOTOROLA Inc. last week reported gains in net sales, income before taxes and earnings for the first six months of 1956, with increased volume and profits in black-and-white tv sets and personal radios in the second quarter taking up a slack in automobile receivers.

In a statement to shareholders Wednesday, Paul V. Galvin, Motorola president, announced second quarter sales of $48,603,693 (up 17%) and first-half sales of over $100 million ($101,801,234, up 9%), compared to $40 million-plus and $93 million-plus for those 1955 periods.

Earnings were $1,053,331 for the second quarter (up 33%) against $791,963 and $3,066,207 for the first half (up 4%) compared to $2,945,001 a year ago.

Decline in volume and profit on car radios was attributed to balancing of inventories by auto manufacturers and reduction of car radio deliveries. Mr. Galvin noted that Motorola introduced its new tv line during the second quarter this year and in the third quarter in 1955, accounting for tv gains. Increases also were shown in two way communications and military electronics and progress was cited in transistor radio activity and in shipment of transistorized car radio sets.

Mr. Galvin asserted that, while Motorola has enjoyed fine response to its tv line, "In general the television industry is going through a shake out. Many companies are going out of business, creating close-outs of 'orphan' brands. This, plus price cutting on the part of some manufacturers in desperate attempt to maintain position, has heavily weighed down the price and profit structure of television. We expect this condition to exist in television for sometime, but eventually it will lead to stability in the industry."

No mention of color tv was made in Mr. Calvin's shareholder's report.

National Electronics Meeting Scheduled for Oct. 1-3

ELECTRONIC research and development, including latest automation techniques, will be explored in some 100 technical papers and 24 sessions during the 1956 National Electronics Conference at Chicago's Hotel Sherman Oct. 1-3.

Theme of the 12th annual meeting and exhibition will be "Fifty Years of Progress Through Electronics," according to L. T. DeVore, program chairman. Over 10,000 industry representatives are expected to attend the conference, sponsored annually by Institute of Radio Engineers, American Institute of Electrical Engineers, Illinois Institute of Technology and two universities—Illinois and Northwestern. Radio-Electronics-Television Mfrs. Assn. and Society of Motion Picture and Television Engineers also are participating.

Automation and other developments will be reviewed Oct. 3, closing day of the conference, while components, measurements and receiver techniques will be discussed in kickoff meetings Oct. 1. Among speakers listed thus far are Dr. John P. Hagen, director, Naval Research Lab, Washington, D. C. (on earth satellites and space travel), and Dr. Herbert Scoville Jr., assistant director, U. S. Central Intelligence Agency (no subject announced). Some 240 commercial exhibits will be displayed this year. Advance registrations are being accepted until Sept. 15 by the National Electronics Conference (Executive Secretary), 84 E. Randolph St., Chicago 1, Ill. Registration fee is $3 and special rate for all conference activities is $19.50.

MANUFACTURING SHORTS

Ampex Corp., Redwood City, Calif., has signed contract with Hi-Fonic Music Systems Inc., Palo Alto, Calif., to manufacture and market former Ampex Model 450B continuous-playing magnetic tape reproducer, used in automatic radio station programming equipment and for background music operations. Ampex attributes move to production demands of videotape recorder specialized instrumentation recording equipment.

Visual Electronics Corp., N. Y., reports delivery and installation of complete Lambda-Pacific microwave system at KXJB-TV (ch. 4) Valley City, N. D. New system replaces equipment originally installed at time station went on air in August 1954.

Foto-Video Labs, Little Falls, N. J., has shipped color and monochrome television equipment and test equipment to WSYR-TV Syracuse, KTNT-TV Tacoma, KFVS-TV Cape Girardeau, Mo., KOIN-TV Portland, Ore., and WTTG (TV) Washington. Company also said more than 100 television stations and tv camera manufacturers have been shipped its F-101A tv light box for color and monochrome image orthicon and vidicon camera testing.

Ampli-Vision Div. of International Telemeter Corp., L. A., introducing two new RF amplifiers for community tv systems, master tv installations and closed circuit tv systems. Units, models 111 and 116, are broad-band distributed amplifiers, 111 covering entire vhf band and latter covering vhf channels 2-6. Manufacturer claims wide dynamic range, low cost maintenance, high gain and elimination of tuning and adjusting for new models.

General Bronze Corp., Garden City, L. I., marketing large precision fabricated uhf waveguide for tv broadcasting, microwave and radar markets. Unit is made in sizes up to 21x10½ in.

Ferrodynamics Corp., Lodi, N. J., has been formed to manufacture magnetic recording tapes for commercial, home and military applications. Frederick I. Kantor is president and O. Louis Seda executive vice president.

RCA Tube Div., Harrison, N. J., announces publication of new 256-page manual listing technical data on 112 types of transmitting

CONALERT
MONITORS
CONELRAD

• Fail-Safe • Meets FCC Requirements
• 5 Channels • FCDA Listed
• Low Cost *Effective as of Jan. 2nd, 1957—*

MANDATORY FOR OPERATORS OF ALL RADIO TRANSMITTERS!

Kaar ENGINEERING CORP.
For complete information write:
2980 Middlefield Road
Palo Alto, California

The ONLY way you can really REACH...
all of this rich Central Texas Market is with

It's the long reach that counts! Get over 158,126 TV Homes* with KTBC-TV and over $782,517,000 E. B. I.**

*May 1, 1956
**Whole or Partial Coverage, Sales Management, 1956

KTBC'S radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY 20 counties of Austin's Trade Area!

KTBC
CHANNEL 7
CBS • NBC • ABC
316 kw MAX.
CBS
590 kc RADIO
CBS
5,000 watts (LS)
AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

Enough chickens were produced in Iowa in 1955 to furnish 2,280,769 people with a chicken dinner every Sunday last year.

WMT
a good egg

BMI

New, Timely Election-Year Continuities

PRESIDENTIAL PACKAGE

An assortment of 23 program Scripts for radio and television . . . background—color—personalities—oddities—of past elections . . . available without charge as a station and public service.

THE FIRST ELECTION
One half-hour script

A PRESIDENTIAL CAVALCADE
Seven five-minute scripts

FAMOUS FIRST LADIES
Five 15-minute scripts

RISE OF POLITICAL CAMPAIGNING
One half-hour script

THE PRESIDENTS SPEAK
Seven five-minute scripts

FAMOUS CAMPAIGN SONGS
One half-hour TV script

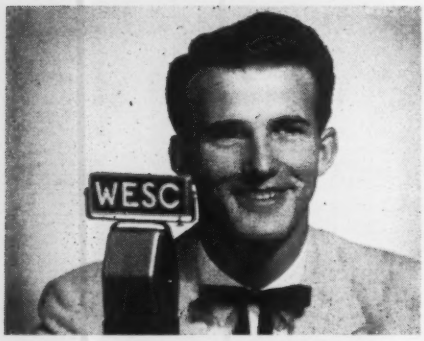
CAVALCADE OF PRESIDENTS
One half-hour TV script

TIME SIGNALS

STATION BREAKS
10:30; 1:00

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PERSONALITY SELLS



IN TEXTILE CAPITAL

On "Wake Up, Carolina" . . . 6:00 AM to 7:45 AM Uncle Dudley entertains with country music and *salesmanship plus.*

National advertisers find Dudley's program gets maximum results with minimum cost. Pulse says number one country music jockey over ALL stations. (May '56)

5000 WATTS

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

Represented by RAMBEAU

MANUFACTURING

tubes having plate-input ratings up to four kw, and 13 types of associated rectifier tubes. Booklet, *RCA Transmitting Tubes* (TT-4), covers basic power tube theory and application, amplifier - modulator designs, classification charts, and circuit diagrams.

Admiral Corp., Chicago, sold tools and dies of its recently-acquired Belmont Div. for manufacturing private brand radio and tv receivers to Hallicrafters Co., Chicago. Admiral will devote full time to production of its own brand.

Rauland Corp., subsidiary of Zenith Radio Corp., Chicago, has bought Charles Bruning Co. (engineering, drafting supplies) plant in Chicago. Property will be used to expand cathode ray manufacturing operations.

Motorola Inc., Chicago, announces licensing agreement with Addison Industries Ltd., Toronto, to manufacture and distribute its radio-tv products. Latter formerly was licensed for CBS-Columbia consumer electronics products.

Crescent Industries Inc., Chicago, is conducting series of private showings of its 1957 line of hi-fi phonographs and tape recorders for distributors in various regions. Firm claims to be first manufacturer to announce printed circuitry in all its hi-fi phonographs.

Admiral Corp., Chicago, announces new 1957 high fidelity phonograph line comprising portable, table, chairside and console models. Prices range from $79.95 for table to $209.95 for console units.

Audio-Master Corp., N. Y., merchandising new portable, battery-operated tape recorder, Butoba, imported from Germany. Unit records to one hour, operates on two speeds, using 5-in. reels. It can be used on electricity as well as on battery, weighs 21 lb. and measures 12x14x4¾ in.

MANUFACTURING PEOPLE

Charles T. Carroll promoted from director of engineering to vice president in charge of engineering at Hallicrafters Co., Chicago, working on advance systems development for airborne equipment. **W. F. Frankart** succeeds him as engineering director.

Robert Thalner, tv chassis engineering manager, Sylvania Electric Products, Buffalo, N. Y., named chief engineer of radio and television division. **Jerry P. Driscoll,** Syracuse, N. Y., sales representative, Sylvania Electric Products Inc., N. Y., appointed mid-eastern district manager of electronic products distributor sales, with headquarters in Pittsburgh, Pa.

William B. Mullen, formerly merchandising and sales manager of Ampro Corp. tape recorder division, Chicago, appointed national sales training manager, Motorola Inc., Chicago.

George E. Roush, electronics patent attorney, to CBS-Hytron Div. of CBS Inc., Danvers, Mass., as division attorney.

John W. Barren, formerly eastern sales manager for Raytheon Mfg. Co., and **Victor B. Stepka,** sales manager for St. Louis branch of Avco Mfg. Co. (Crosley-Bendix Div.), appointed regional managers in electronics division of Admiral Corp.

Felix D. Bonvouloir, formerly central district field representative, Allen B. DuMont Labs., appointed territorial representative of Visual Electronics Corp., N. Y., in central states, with headquarters in Dayton, Ohio.

INTERNATIONAL

REQUEST FOR FUNDS BY CBC CRITICIZED

Anticipated $20 million deficit for 1957 fiscal year hit by both government and opposition members of Parliament.

CANADIAN Broadcasting Corp. will have a deficit during the present fiscal year ending March 31, 1957, of about $20 million, National Revenue Minister J. J. McCann announced in the House of Commons at Ottawa, Ontario, last week. The Canadian government asked Parliament to make an interim grant to the government-owned CBC of $18,500,000 for the current fiscal year.

The request covered only part of anticipated deficits of $3,000,000 on radio and $17,000,000 on television. CBC will receive a grant of $6,250,000 in addition to the $18,500,000 asked for by Mr. McCann. This interim method of financing the CBC during the current fiscal year was decided on by the government pending the report of the Royal Commission on Broadcasting, which is expected to recommend long-term methods of financing the CBC.

The anticipated deficit brought criticism from government and opposition members of parliament. John Diefenbacker (Progressive Conservative member for Prince Albert, Sask.) said the present method of meeting deficits only encouraged CBC to continue overspending. This could grow to $100 million a year by 1961, he declared. He could not understand why CBC, with a monopoly over choice tv locations, operates with a deficit.

Russell Reinke (Liberal member for Hamilton South, Ont.), who had previously criticized CBC for not giving what he termed true reports of parliament's discussions, said he would like to know where Canada is going "with this monster". If the CBC can not pay its way out of commercial revenue, amounting to more that $9 million last year, he said it should get out of the broadcasting business and let private enterprise take over.

Referring to the 15% excise tax collected on radio and tv sets to finance the CBC, Mr. Reinke said that he felt "the CBC has extracted $29 million from the taxpayer's pockets. . . . I am not in favor of this Parliament subsidizing the CBC to the extent it has in the past."

Solon Low, leader of the Social Credit party, attacked the CBC policies as "a hodge-podge of socialism and private enterprise, with socialism given the upper hand at all times." He declared that the private stations had done a magnificent job but he wondered how much more they could have done "if they had not been circumscribed, if they had not been kept down by the weight of CBC regulations. The government policy is straight out-and-out denial of free enterprise. In my judgment it encourages the CBC board of governors to look upon themselves as absolute dictators and omniscient manipulators."

Mr. Reinke's criticism of CBC news reports also included his complaints that Cana-

SCISSORS-TIP ART

The most convenient and the quickest way to produce smart printed promotions is to use the Clipper Scissors-Tip way. Free sample copy, yours to use, no obligation. Address...

MULTI-AD SERVICES, INC.
Box 806-O Peoria, Illinois

dian Press, British United Press and all 90 members of the parliamentary press gallery had not given a true report of the late May and early June heated debate on the Trans-Canada Pipe Line legislation. He felt CBC and the press in general had not given a true picture of the government's handling of this legislation. (Practically all newspapers were editorially against the methods by which this legislation was forced through parliament by the government.)

Canadian Stations Permitted To Hire Own Wire Hookups

CANADIAN independent radio stations can now hire their own wire lines for network broadcasts, according to a change in regulations made by the board of governors of the Canadian Broadcasting Corp. at its recent meeting. Word of this change came out in the Canadian House of Commons at Ottawa on July 26 when James J. McCann, minister of national revenue, said CBC had suspended the requirement that arrangements be made through CBC for leasing lines to join private stations.

Independent stations must get CBC permission for a network, but can make their own wire line arrangements. The minister said this does not pave the way for establishment of a permanent private station network to compete with CBC.

Tele-Clubs Set for Japan Under UNESCO Sponsorship

USE of television for rural adult education—first carried out in France under the sponsorship of the United Nations Educational, Scientific & Cultural Organization (UNESCO)—soon will be launched in a program to begin in Japan, UNESCO said last week. The project calls for formation of 40 community viewing groups, or "tele-clubs," in schools and civic centers covered by tv stations in Tokyo, Nagoya and Osaka. Japanese educational and broadcasting authorities also will produce a series of at least 13 special programs designed to demonstrate solution of problems confronting Japanese agriculture. A UNESCO study of the French program indicates tv has changed the ideas of the French farm group about modernization of their work and ways of living.

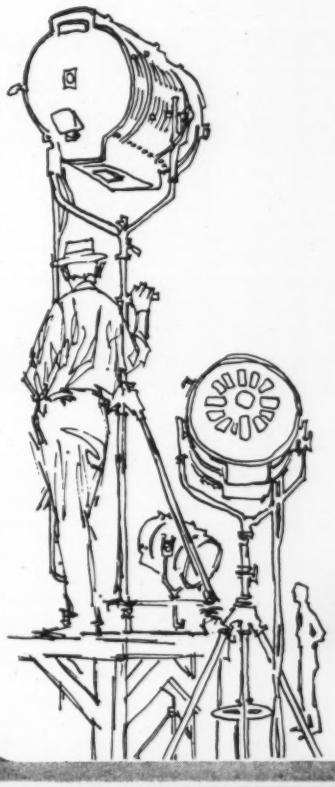
Satellites Cooperate on Tv

IRON CURTAIN countries entered into an agreement on the joint development of and research in the field of color television. The Soviets are to concentrate on studio equipment while the Soviet Zone of Germany will develop the transmitting end and relay techniques together with Czechoslovakian agencies.

Tv Fair Set for Germany

GERMAN manufacturers, tv stations and other interests in television plan a large tv exhibition from Aug. 31 to Sept. 9 in Stuttgart. South German Radio plans a 13-hour daily tv program during the fair, which would be almost three times the present and normal schedule. Manufacturers will tie in with elaborate promotional efforts, and a total of more than 100,000 visitors are expected at the exhibition site.

expert **tv** lighting



low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

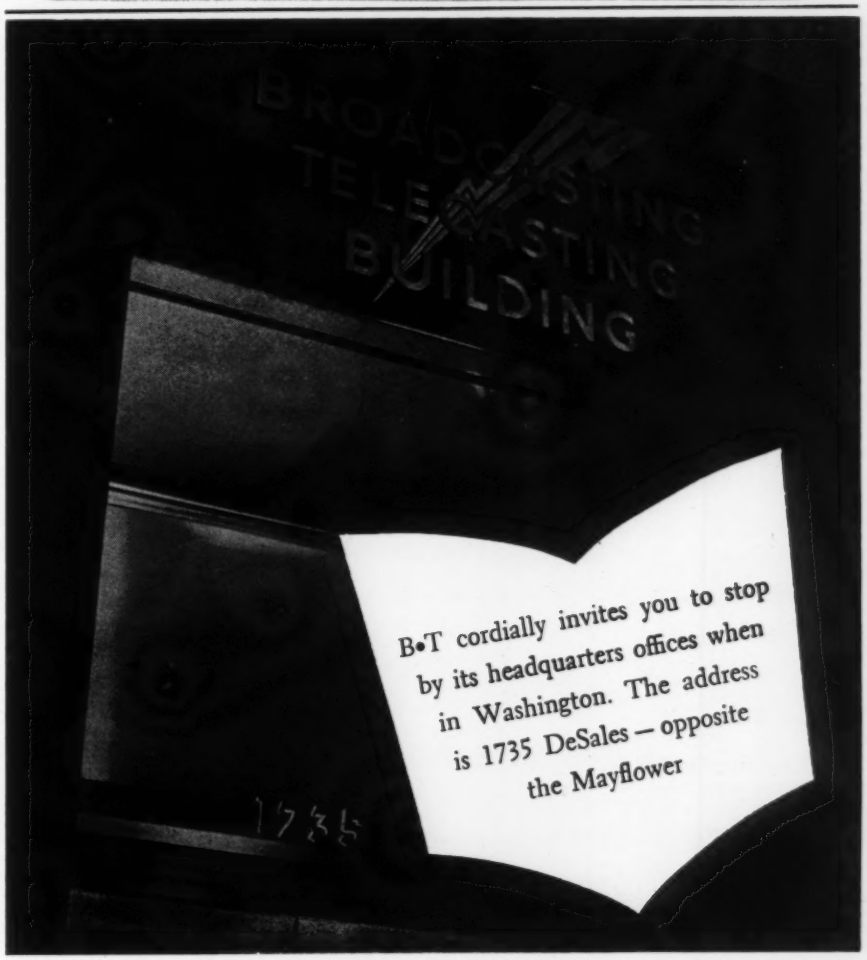
Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan


BROADCASTING
TELECASTING
BUILDING
B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower
1735

'Full Page' Ads

CKFH Toronto, Ont., has started a new sales idea patterned on newspaper full page advertising. The station is selling a special package of 28 spot announcements in a 12-hour period at $159 instead of $400, which the same number of spots would cost at regular rates. Some 30 local advertisers have already tried the idea for a "full page" of radio advertising. CKFH sales manager Keith Davey points out that with this package deal "an advertiser gets every type of audience from western and jazz music fans to classical music audiences." The idea is now being presented to national advertisers.

CHEX-AM-TV Strike Settled

A 167-DAY STRIKE by six employes of CHEX-AM-TV Peterborough, Ont., was ended July 27, with a new contract retroactive to Jan. 1, including improved wages, working conditions and hours of work. While the new wage scale was not announced by management of stations or union officials of National Assn. of Broadcast Employes & Technicians, the strikers had asked for monthly salaries ranging from $200 to $275 for announcers, $180 to $230 for operators and $160 to $200 for four other employes.

PROMOTIONAL TOAST BY WGR-TV

"SUCCESS on the Rocks" is a new mail promotion effort by WGR-TV Buffalo, N. Y. Accompanying two double-size old fashioned glasses incribed with call letters and ABC network seal is a card which reads: "Success 'On the Rocks.' Recipe: Start with Buffalo as a base; add WGR-TV, Channel 2, mix thoroughly with ABC, pour in a generous schedule—then sit down. (The results will rock you!) This recipe is the favorite stimulant of smart advertising men . . . sent you with the best wishes of WGR-TV, ABC's newest and happiest affiliate."

MICHENER TO WRITE ASIA SHOW

PULITZER prize-winning author James A. Michener *(Tales of the South Pacific, The Bridges at Toko-Ri)* has been designated writer-producer of NBC-TV's forthcoming 90-minute documentary, *Assignment: Southeast Asia.* The program, which will deal with the "uncommitted" Asian nations, will be filmed on location later this summer, producer-director Robert Graff said last week. An advance party is already on the scene, researching and setting up interviews with Asian leaders.

NEW NBC CONVENTION GUIDE

NBC Central Div. is distributing a *1956 National Convention Handbook* compiled by International News Service as a guide to upcoming Democratic and Republican conclaves Aug. 13 and Aug. 20, respectively. An accompanying note from Howard W. Coleman, advertising-promotion-merchandising manager of the network's owned WNBQ (TV) and WMAQ Chicago, also calls attention to NBC radio-tv coverage. The book's back cover advises convention-goers to "See and Hear Quality Convention Coverage on Chicago's Quality Stations."

WBNS-TV SENDS TOTS FUN BOOK

STATION promotion and education are tied together in a *Fun To Do* book published by WBNS-TV Columbus. The book, compiled by the station in cooperation with a local advertising agency and an advisory board of Columbus teachers, contains party hints, cut-outs and "do-it-yourself" games and other pastimes. Just to remind Columbus tots where all this came from, WBNS-TV has seen to it that every page of the book promotes the station, its outstanding children's shows and personalities. On-the-air promotion is currently going on, as is frequent mention of the book in Columbus newspapers.

WHAS VARIES ON SAME THEME

SIMILARLY inspired to the WBNS-TV fun book (see above), but with broadened commercial content, is a crayon coloring book by WHAS-TV Louisville, Ky., which drew more than 22,500 mail responses after three days. The "Randy & Cactus" coloring book, featuring Randy Atcher and Tom (Cactus) Brooks, stars of *T-Bar-V Ranch* and *Cactus Cartoons,* offers cartoon scenes from show situations with sponsor products incorporated.

McDONALD ON DEFENSE SHOW

JOHN McDONALD, farm director of WSM-AM-TV Nashville and president of the National Assn. of Radio & Tv Farm Directors, is featured as moderator of a special panel discussion program transcribed in Washington, D. C., for use on some 500 stations during Rural Civil Defense Week, Sept. 9-15. Participants in the program are True D. Morse, undersecretary, U. S. Department of Agriculture; Val Peterson, Federal Civil Defense administrator; Charles Shuman, American Farm Bureau president; James G. Patton, National Farmers Union president; Herschel Newsom, National Grange master, and Homer Brinkley, executive vice president, National Council of Farm Cooperatives.

NTA REMEMBERS PAPA

A SURVEY conducted by National Telefilm Assoc. indicates that the major portion of the tv viewing audience watching western films is adult, with the father of the family edging out both the mother and children for this type of film fare.

The survey was carried out by NTA's field force, who talked to about 200 tv station managers to determine viewing habits and preferences. Other findings of the survey were that western films headed the preference list in the 200 areas canvassed, followed by mysteries, dramatic presentations, comedies and adventure stories, in that order.

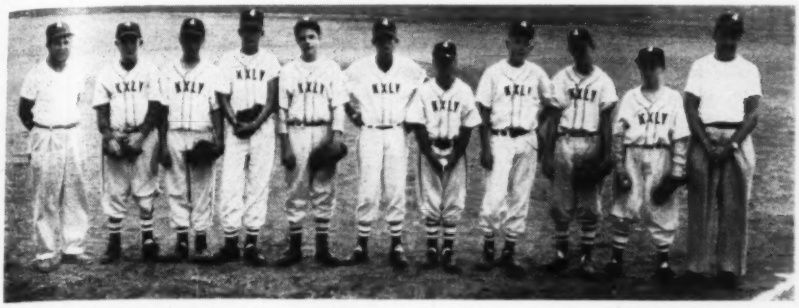
An NTA official concluded that the adult interest in western films points to an upgrading in the story plots of these films to retain the adult audience. He credited success of such filmed programs as *Wyatt Earp, Frontier* and *Gunsmoke* to the interest shown by the adult audience and said this point is being considered in producing *The Sheriff of Cochise,* which is being produced by NTA in conjunction with Desilu Productions.

BIG BANDWAGON FOR MANNING

WHEN Tom Manning, KYW Cleveland sportscaster, celebrated 30 years with the station (continuing through the changeover from WTAM to KYW), the city and the country knew about it through a promotion which snowballed into a national item inside three weeks. When it was over, KYW counted these credits: Hour-long radio salute on KYW. "Tom Manning Day" declared by Cleveland mayor. Tom Manning testimonial luncheon by KYW and the Cleveland Chamber of Commerce with 500 attending. NBC network salutes throughout Tom Manning Day and over the following weekend on *Monitor.* Award and editorial coverage by *Sport* Magazine. Sponsor participation by The Texas Co. which sponsors two daily Tom Manning sportscasts, through Kudner Agency. Extensive coverage in three Cleveland newspapers on both sports and radio-tv pages.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

PARALLELISM IN STATION PROMOTION



FRONT AND BACK, same idea, different teams. Great minds in tv stations 3,000 miles apart came up simultaneously with ideas for uniformly marked team uniforms. The KXLY-AM-TV Spokane, Wash., squad of 14-year-olds, coached by Sales manager James Agostino, wear call letters in front and the number four in back, identifying KXLY-TV as a ch. 4 outlet. On the other side of the continent, WWLP (TV) Springfield, Mass., has outfitted its semi-pro nine similarly. Every player in this club goes by the number 22, WWLP's channel designation.

KBTV(TV) HIGH-PLANE PROGRAMS

KBTV(TV) Denver will climb the highest mountain—or fly, if necessary—to bring art to its viewers. For its second annual coverage of the Central City, Colo., Opera Festival this summer, KBTV had to take unusual steps to connect with the ghost town which lies some 40 miles west of Denver in the Rocky Mountains, up 3,000 feet above the Mile High City. To set up a relay station on Smith Mountain, half way between Central City and the KBTV transmitter, engineering gear had to be flown in by helicopter. Back at the transmitter the microwave receiver was moved to the top of the tower to bring it in sight of the Smith Mountain relay point. KBTV, using three live cameras, made three festival pickups.

your vote is your voice
don't lose it!

GET READY, by registering.
GET SET, by knowing what you're voting for. Then—GO VOTE!

CAST OF 40-ODD ON KCUL SHOW

COWTOWN HOEDOWN, new live Saturday evening show on KCUL Fort Worth, Tex., has gathered a cast of more than 40 in five weeks on the air and claims still to be growing. The western music-variety show, emceed by recording artist and Station Manager Buddy Starcher, with Jack Henderson and Hank Craig, is aired weekly from the Majestic Theatre in downtown Fort Worth and features guest stars with the regular cast.

ROAD SHOW FOR WGN

RADIO was never more alive than it is today at the "grassroots"—says WGN Chicago. Basis if its claim is the *Tribune* station's series of "Big Ten Good Neighbor" parties throughout various local communities. WGN personalities took their show on the road again the past fortnight, this time to the Loyola Community Theatre on Chicago's north side, and drew enthusiastic response. The two-hour broadcasts use, in addition to regular talent, special celebrities and amateur talent from local areas with occasional cooperation from civic groups to stage presentations.

Hear about the
Texas flea?

He struck oil and
bought his own dog.

KGNC AM & TV
Amarillo
NBC • Reps: The Katz Agency

Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

Station Authorizations, Applications

(As Compiled by B•T)

July 26 through August 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through August 1

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,877	3,026	165	276	119
Fm	521	544	35	7	0

FCC Commercial Station Authorizations

As of June 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,871	519	186
Cps on air	25	11	310
Cps not on air	124	16	113
Total authorized	3,020	546	609
Applications in hearing	173	1	132
New station requests	274	10	43
New station bids in hearing	115	0	85
Facilities change requests	154	6	35
Total applications pending	964	71	398
Licenses deleted in June	0	2	0
Cps deleted in June	2	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through August 1

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	363	91	454[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	328	313	641[1]
Noncom. Educational	22	21	43[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,006	337	787	556	1,344[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,067	337	821	583	1,404[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 43 already granted.
[5] Includes 684 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Ponce, P. R.—Department of Education of Puerto Rico's application seeking cp for new tv to operate on ch. 7 dismissed at request of attorney. Action July 30.

APPLICATIONS

Port Huron, Mich.—Stevens-Wismer Bcstg. Co., uhf ch. 34 (590-596 mc); ERP 22.9 kw vis., 12.37 kw aur.; ant. height above average terrain 32.5 ft., above ground 82 ft. Estimated construction cost $80,285.27, first year operating cost $45,000, revenue $45.000. Post office address 932 Military St., Port Huron. Studio location Port Huron. Trans. location Port Huron. Geographic coordinates 42° 58' 7" N. Lat., 82° 25' 27.5" W. Long. Trans. and ant. RCA. Legal counsel R. Russell Eagen, Washington. Consulting engineer Gautney & Jones, Washington. Principals are equal partners **Harmon LeRoy Stevens** and **John F. Wismer.** Stevens-Wismer Bcstg. Co. is licensee of **WHLS Port Huron** and **WLEW Bad Axe, Mich.** Filed July 27.

Wilmington, N. C.—United Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 6.1 kw vis., 3.05 kw aur.; ant. height above average terrain 220 ft., above ground 245 ft. Estimated construction cost $77,215, first year operating cost $100,000, revenue $75,000. Studio location Wilmington. Trans. location Wilmington. Geographic coordinates 34° 14' 07" N. Lat., 77° 56' 55" W. Long. Trans. and ant. RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer United Bcstg. Co., Washington. Owner **Richard Eaton's** interests include **WOOK-AM-TV Washington, D. C.; WFAN (FM) Washington, D. C.; WSID Baltimore, Md.; WTLF (TV) Baltimore; WARK Hagerstown, Md.; WYOU-AM-TV Newport News, Va.; WANT Richmond, Va.; WJMO Cleveland,** and **WINX Rockville, Md.** Filed July 31.

PETITION

The Honorable Andrew Broaddus, Mayor of Louisville, Ky.—Petitions FCC requesting assignment of ch. 7 to Louisville. Announced July 27.

Existing Tv Stations . . .

ACTIONS BY FCC

KVIP (TV) Redding, Calif.—Granted STA to operate commercially on ch. 7 for period ending Jan. 9, 1957. Announced Aug. 1.

KQED (TV) San Francisco, Calif.—Granted mod. of cp to change trans. location; change ERP to 31.6 kw vis., 18.6 kw aur.; make ant. and other equipment changes, and change station location from Berkeley to San Francisco. Announced Aug. 1.

KHTV (TV) Twin Falls, Idaho—Granted mod. of cp to change studio location and change ERP to 50 kw vis., 25 kw aur. Announced Aug. 1.

KEED (TV) Wichita, Kan.—Granted cp to replace expired cp which authorized new tv. Announced Aug. 1.

KGVO-TV Missoula, Mont.—Granted mod. of cp to change ERP to 191 kw vis., 95.5 kw aur. Announced Aug. 1.

KTBC-TV Austin, Tex.—Granted mod. of cp to change trans. location; change ERP to 316 kw vis., 158 kw aur.; change from DA to Non-DA, and make other equipment changes. Announced Aug. 1.

WTOV-TV Norfolk, Va.—Application seeking extension of completion date returned. (Filed late.) Station will have to file application seeking cp to replace expired cp. Action announced July 30.

KVOS-TV Bellingham, Wash.—Granted mod. of cp to change ERP to 224 kw vis., 122 kw aur.; install new ant. system, and make other equipment changes. Announced Aug. 1.

WJPB-TV Fairmont, W. Va.—Application seeking extension of completion date returned. (Filed late.) Station will have to file application seeking cp to replace expired cp. Action announced July 30.

KUAM-TV Agana, Guam—Granted STA to operate commercially on ch. 8 for period ending Nov. 28. Announced Aug. 1.

WSUR-TV Ponce, P. R.—Granted mod. of cp to make slight change in trans. location (no change in description other than coordinates); change ERP to .813 kw vis., .406 kw aur., and make ant. changes. Announced Aug. 1.

CALL LETTERS ASSIGNED

WMAY-TV Springfield, Ill.—WMAY-TV Inc., ch. 2.

WCNS (TV) Baton Rouge, La.—Bayou Bcstg. Corp., ch. 40.

WWL-TV New Orleans, La.—Loyola U., ch. 4.

KGEZ-TV Kalispell, Mont.—KGEZ-TV Inc., ch. 8.

WMUB-TV Oxford, Ohio—Miami U., educational ch. 14.

KSIX-TV Corpus Christi, Tex.—K-Six Television Inc., ch. 10.

WYOU-TV Newport News, Va.—United Bcstg. Co. of Eastern Va., ch. 33. Changed from WACH-TV.

WMVS-TV Milwaukee, Wis.—Milwaukee Board of Vocational & Adult Education, educational ch. 10.

APPLICATIONS

KRON-TV San Francisco, Calif.—Seeks cp to make changes in facilities of existing tv; change trans. location to San Bruno Peak, near South San Francisco; change type ant., and make other equipment changes. Filed July 30.

WTVD (TV) Durham, N. C.—Seeks mod. of cp (which authorized new tv) to make ant. changes. Filed Aug. 1.

KCJB-TV Minot, N. D.—Seeks cp to make changes in facilities of existing tv: change trans. location from U. S. Hwy. #83, 1.5 miles south of city limits, near Minot, to N. D. Hwy. #23, 11.5 miles south, 2 miles west of Minot; change ERP from 28.8 kw vis., 14.4 kw aur., to 65 kw vis., 32.6 kw aur., and install new ant. system. Filed Aug. 1.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new tv) to make ant. changes to incorporate .55° electrical beam tilt, providing horizontal vis. ERP of 585 kw with maximum lobe vis. ERP of 1000 kw. Filed July 27.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) to change ERP to 71.12 kw vis., 35.57 kw aur. and make other equipment changes. Filed July 31.

KLTV (TV) Tyler, Tex.—Seeks cp to make changes in facilities of existing tv: change ERP to 316 kw vis., 220 kw aur., and make other equipment changes. Filed Aug. 1.

APPLICATIONS AMENDED

KOTI (TV) Klamath Falls, Ore.—Amended to change ERP to 13 kw vis., 6.5 kw aur. Amended Aug. 1.

WYOU-TV Newport News, Va.—Amended to change name to United Bcstg. Co. of Eastern Virginia Inc. Amended Aug. 1.

PETITION DISMISSED

WCIA (TV) Champaign-Urbana, Ill.—Petition seeking amendment of Sec. 3.606 so as to add ch. 39 to Springfield, Ill., and to substitute ch. 49 for ch. 53 at Lincoln, Ill., dismissed by Memorandum Opinion and Order 7-19-56. Announced July 27.

New Am Stations . . .

APPLICATIONS

Anaheim, Calif.—Southland Communications Co., 900 kc, 250 w D. Post office address c/o Robert D. Lamb, 9961 David St., Anaheim. Es-

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Roy V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

timated construction cost $17,060.69, first year operating cost $39,000, revenue $48,000. Principals are equal partners **Robert D. Lamb**, former employe of **KFOX Long Beach, Calif.**, and **Charles R. Dooley**, hardware interests. Filed Aug. 1.

Palmdale, Calif.—Southwest Bcstg. Co., 1340 kc, 250 w unl. Post office address 6399 Wilshire Blvd., Los Angeles 48. Estimated construction cost $17,600, first year operating cost $46,000, revenue $47,000. Southwest is licensee of **KCAL Redlands, Calif.** Principals are equal owners **Bernard Corren, A. Milton Miller, William Alex** and **Saul Robert Levine.** Filed July 30.

Punta Gorda, Fla.—Deep South Radioways, 1340 kc, 250 w limited. Post office address 126 N. Marion St., Lake City, Fla. Estimated construction cost $12,100, first year operating cost $28,800, revenue $36,000. Principals are equal partners **Alfred** and **Alma H. Temple.** Filed Aug. 1.

Winter Garden, Fla.—E. V. Price, 1580 kc, 1 kw D. Post office address P. O. Box 83, Kissimmee, Fla. Estimated construction cost $18,779, first year operating cost $23,845, revenue $28,500. Mr. Price is former employe of **WRWB Kissimmee.** Filed July 27.

Shelbyville, Ind.—Shelbyville Broadcasters' application seeking cp for new am to operate on 600 kc, 500 w D, DA, dismissed at request of attorney. Action July 30.

Burlington, Iowa—Hayward L. Talley, 1590 kc, 1 kw D. Post office address Box 241, Litchfield, Ill. Estimated construction cost $17,925, first year operating cost $70,000, revenue $75,000. Mr. Talley is gen.-mgr.-87.75% owner of **WSMI Litchfield.** Filed July 27.

Neon, Ky.—FCC granted protest and petition for reconsideration filed by **WTOW Whitesburg, Ky.**, directed to FCC's June 13 grant of application by Letcher Bcstg. Corp. for new am **WNKY** to operate on 1450 kc, 250 w unl., in Neon, to extent of designating application for hearing on Sept. 27, and denied protest in all other respects. Action July 30.

Fallon, Nev.—Churchill County Broadcasters' application seeking cp for new am to operate on 1240 kc, 250 w unl., returned. (Incomplete.) Action July 30.

Franklin, N. C.—Macon County Bcstg. Co., 1050 kc, 500 w D. Post office address c/o Henry G. Bartol Jr., Box 1317, Tryon, N. C. Estimated construction cost $18,921.79, first year operating cost $30,000, revenue $36,000. Principals are equal owners **Graves Taylor**, stockholder, **WJR Detroit; Henry G. Bartol Jr.**, 40% owner of **WTYN Tryon**, and **John E. Boyd.** Filed July 30.

Franklin, N. C.—Macon County Bcstg. Co.'s application seeking cp for new am to operate on 1050 kc, 500 w D, returned. (Dated wrong.) Action July 27.

Cowan, Tenn.—Cumberland Bcstg. Co., 1440 kc, 1 kw D. Post office address P. O. Box 466, Chattanooga, Tenn. Estimated construction cost $14,062, first year operating cost $30,000, revenue $36,000. Principals are equal partners **James F. Spencer**, engineer, **WCDT Winchester, Tenn.; Frank Pearson Jr.**, automobile dealer, and **Arthur D. Smith Jr.**, owner of **WMTS Murfreesboro, Tenn.** Filed July 30.

St. George, Utah—St. George Bcstg. Co., 1450 kc, 250 w D. Post office address P. O. Box 569, Canoga Park, Calif. Estimated construction cost $13,660, first year operating cost $28,400, revenue $33,600. Sole owner **Jeanette B. Arment** is commercial artist. Filed Aug. 1.

Quincy, Wash.—Quincy Valley Broadcasters, 1370 kc, 1 kw D. Address: P. O. Box 1025, Camas, Wash. Estimated construction cost $14,562, first year operating cost $23,000, revenue $31,000. Principals include **Donald R. Nelson** (65%), employe, **KRIV Camas, Wash.; Richard C. Singleton** (15%); **L. D. Adcox** (10%), employe, KRIV, and **Gene R. Johnsick**, employe, KRIV. Filed Aug. 1.

Ponce, P. R.—Catholic U. of P. R. Service Assn., 1420 kc, 1 kw unl. Post office address c/o Catholic U. of P. R., Ponce. Estimated construction cost $16,095, first year operating cost $16,880, revenue $20,000. Assets will be held for interest of the university. Filed July 30.

APPLICATIONS RESUBMITTED

Auburn, Calif.—Golden State Broadcasters resubmits application seeking cp for new am to operate on 930 kc, 500 w D. Resubmitted July 27.

Grafton, W. Va.—WVVW Inc. resubmits application seeking cp for new am to be operated on 1260 kc, 500 w D. Resubmitted July 27.

Existing Am Stations . . .

ACTIONS BY FCC

KDJI Holbrook, Ariz.—Granted permission to remain silent for 90 days beginning Aug. 4, pending financial reorganization. Announced Aug. 1.

KSJO San Jose, Calif.—Application seeking authority to determine operating power by direct measurement of ant. power returned. (Sec. II dated after verification.) Action July 30.

WBOP Pensacola, Fla.—Granted mod. of cp to change ant.-trans. and studio location. Announced Aug. 1.

WKIZ Kalamazoo, Mich.—Granted permission to operate up to licensed sign-off time on July 28, and such other times as required by special events through Sept. Announced Aug. 1.

WMBC Macon, Miss.—Granted permission to operate from 6 a.m. to 7 p.m. pending filing and approval of official application, due to acute personnel and economic problems. Announced Aug. 1.

WELO Tupelo, Miss.—FCC announced its decision of July 18 which granted application to change facilities of WELO from 1490 kc, 250 w unl., to 580 kc, 1 kw D, 500 w N, DA; engineering conditions. Announced July 26.

KDWT Stamford, Tex.—Granted permission to sign off at 7 p.m. daily, except during special events, for period of 90 days. Announced Aug. 1.

WAEL Mayaguez, P. R.—Granted cp to replace expired cp which authorized change of facilities; installation of DA-1; change in ant.-trans. location, and changes in ground system. Announced Aug. 1.

CALL LETTERS ASSIGNED

KRCK Ridgecrest, Calif.—Indian Wells Radio, 1360 kc, 1 kw.

WWBC Bay City, Mich.—Water Wonderland Bcstg. Co., 1250 kc, 1 kw.

WYOU Newport News, Va.—United Bcstg. Co. of Eastern Va., 1270 kc, 1 kw. Changed from WACH.

APPLICATIONS

KNX Los Angeles, Calif.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 1.

KWOV Pomona, Calif.—Seeks cp to change ant.-trans. location; make changes in ground system, and operate trans. by remote control from 1240 E. Holt St., Pomona (studio location). Filed Aug. 1.

Ian S. Lansdown, Ridgecrest, Calif. (call letters unassigned)—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Filed Aug. 1.

WFBS Fort Walton Beach, Fla.—Seeks cp to increase power from 500 w to 1 kw. Filed Aug. 1.

KCEL Oelwein, Iowa—Seeks mod. of cp (which authorized increase in D power and change to DA-2) to make changes in DA-D pattern. Filed Aug. 1.

WNKY Neon, Ky.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location. Filed July 30.

WAMY Amory, Miss.—Seeks cp to increase power from 250 w to 5 kw. Filed July 27.

WAYE Dundalk, Md.—Seeks cp to change station location to Baltimore and change studio location to 32 W. 25th St., Baltimore. Filed Aug. 1.

KONE Reno, Nev.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 1.

WLNH Lacomia, N. H.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 1.

WICY Malone, N. Y.—Seeks cp to change ant.-trans. and studio location; make changes in ant. (increase height); make changes in ground system, and operate trans. by remote control from 11 Howard Place, Malone (studio location). Filed Aug. 1.

WDRF Chester, Pa.—Seeks cp to increase D power from 1 kw to 5 kw. Filed July 31.

WTIV Titusville, Pa.—Seeks cp to increase power from 500 w to 1 kw. Filed July 30.

WWRI West Warwick, R. I.—Seeks mod. of cp (which authorized new am) to make changes in ground system. Filed Aug. 1.

WSEV Sevierville, Tenn.—Seeks cp to increase power from 1 kw to 5 kw and make changes in ant. system (decrease height). Filed Aug. 1.

KPRC Houston, Tex.—Seeks cp to change ant.-trans. location; make changes in DA-N (one additional tower and change height), and make changes in ground system. Filed Aug. 1.

KSEL Lubbock, Tex.—Seeks cp to change power from 500 w N, 1 kw D, to 5 kw unl; change from DA-N to DA-2, and make changes in ant. system. Filed July 31.

WKLV Blackstone, Va.—Seeks mod. of cp (which authorized change frequency; increase in power; change hours of operation; change ant.-trans. and studio locations, and make changes in ant.) to make changes in ant. Filed July 27.

WFCR Fairfax, Va.—Seeks cp to increase power from 500 w to 1 kw. Filed July 27.

WCOM Parkersburg, W. Va.—Seeks mod. of license to change name of licensee to Valley Broadcasters Inc. Filed July 30.

WAEL Mayaguez, P. R.—Seeks cp to replace expired cp which authorized change in frequency; increase in power; installation of DA-1; change in ant.-trans. location, and changes in ground system. Filed July 27.

APPLICATIONS AMENDED

KAFY Bakersfield, Calif.—Application seeking cp to make changes in DA pattern (DA-1 to DA-2) amended to change D operation from DA to Non-DA. Amended Aug. 1.

KAYE Puyallup, Wash.—Application seeking cp to change frequency from 1450 kc to 1230 kc amended to change name of applicant to Radio K Inc. Amended Aug. 1.

APPLICATIONS RESUBMITTED

WICC Bridgeport, Conn.—Resubmits application seeking cp to increase power from 500 w N, 1 kw D, to 1 kw N, 5 kw D; make changes in DA system (additional tower), and make changes in ground system. Resubmitted Aug. 1.

WNAB Bridgeport, Conn.—Resubmits application seeking cp to change ant.-trans. location; make changes in ant. (increase height), and make changes in ground system. Resubmitted July 30.

New Fm Stations . . .

APPLICATIONS

Greenville, N. C.—East Carolina College, 91.9 mc, 4.6 kw. Post office address c/o J. D. Messick, President, East Carolina College, Greenville. Estimated construction cost $22,400, first year operating cost $6,000. Station is for non-commercial, educational purposes. Filed July 30.

Cedar Hill, Tex.—C & F Musicasting Co., 107.9 mc, 88.4 kw unl. Post office address 2820 N. 16th St., Phoenix, Ariz. Estimated construction cost $1,500, first year operating cost $24,000, revenue $35,000. Principals are equal owners **Bass V. Cole, Milton H. Frostrom** and **Amos G. Miller.** Filed July 27.

Lubbock, Tex.—Southwestern Bcstg. Co., 93.7 mc, 9.6 kw unl. Post office address 1916 Avenue "Q", Lubbock. Estimated construction cost $12,000, first year operating cost $36,000, revenue $45,000. Principal owner is Lubbock Bcstg. Co., licensee of **KSEL Lubbock, Tex.** Filed July 31.

Existing Fm Stations . . .

ACTIONS BY FCC

WTAL-FM Tallahassee, Fla.—Granted request to cancel license. Announced Aug. 1.

WBOE (FM) Cleveland, Ohio—Granted cp to change ERP to 9.1 kw and change ant. system. Announced Aug. 1.

KITE-FM San Antonio, Tex.—Granted renewal of licenses of simplex and multiplex SCA. Granted July 30.

KONO-FM San Antonio, Tex.—Granted cp to change ERP to 3.8 kw; change ant. height to 410 ft., and make changes in ant. system. Announced Aug. 1.

CALL LETTERS ASSIGNED

WBTU (FM) Carbondale, Ill.—Board of Trustees, Southern Illinois U., 91.9 mc., 22.4 kw.

WFST-FM Caribou, Me.—Northern Bcstg. Co., 97.7 mc., 19 kw unl.

WCFM (FM) Williamstown, Mass.—The President & Trustees of Williams College, 90.1 mc., .01 kw.

WLOL - FM Minneapolis, Minn. — WLOL - FM Corp., 97.1 mc, 18 kw.

WMHE (FM) Toledo, Ohio—Hillebrand Electronics, 92.5 mc, 10 kw.

WTJU (FM) Charlottesville, Va.—U. of Va., 91.3 mc, 10 w.

WORA-FM Mayaguez, P. R.—Radio Americas Corp., 97.5 mc, .406 kw.

APPLICATION

KOKH (FM) Oklahoma City, Okla.—Seeks cp to make changes in licensed station; change ERP to 11.07 kw; change ant. height to 156.2 ft. above average terrain, and change trans. location. Filed July 27.

Ownership Changes . . .

ACTIONS BY FCC

KWNA Winnemucca, Nev.—Application seeking transfer of control from **Lester W. Pierce** to **Rudolph Schwartz** returned. (Unnecessary.) Action July 27.

WQMC (TV) Charlotte, N. C.—Granted voluntary assignment of cp from **Winifred R. Ervin,** receiver, to **Hugh A. Deadwyler,** former 100% owner of WQMC Television Inc., who will be individual owner when assignment is completed. Announced Aug. 1.

WCHI Chillicothe, Ohio—Application seeking assignment of cp to First Capital Bcstg. Co. returned. (Dated wrong.) Action Aug. 1.

WDEH Sweetwater, Tenn.—Application seeking assignment of license to Marto Bcstg. Co. dismissed at request of attorney. Action July 31.

APPLICATIONS

KFWB Hollywood, Calif.—Seeks transfer of control of licensee corporation from **Harry Maizlish** to Crowell-Collier Pub. Co. for $2.35 million. Crowell-Collier publishes *Colliers'* and *Woman's Home Companion* magazines. It suspended publication of *American* magazine several weeks ago. Mr. Maizlish retains **KFWB-FM,** paying $130,717 to Crowell-Collier for that property. Filed July 27.

KXXL Monterey, Calif.—Seeks assignment of license from **S. A. Cisler** to Pacific Ventures Inc. for $110,000. Principals are Pres. **Norman H. Biltz** (20.98%), **Joseph W. Baldecchi** (7.87%), **William J. Cashill** (7.87%), **Marsh Johnson** (11.8%), **Ruth M. Nelson** (7.87%), **Clayton E. Helgren** (7.87%), Dollar Associates Inc. (9.20%) and others. Filed July 30.

KGB San Diego, Calif.—Seeks assignment of license to KGB Inc. Corporate change. Filed July 31.

KKTV (TV) Colorado Springs, Colo.—Seeks transfer of control of permittee corporation from Colorado Bcstg. Co. to **Gifford Phillips.** Corporate change. Filed July 30.

KGHF Pueblo, Colo.—Seeks assignment of license to **Gifford Phillips.** Corporate change. Filed July 30.

WGMS-FM Washington, D. C.—Seeks assignment of cp to RKO Teleradio Pictures Inc. Corporate change. Filed July 27.

WTSP-AM-FM St. Petersburg, Fla.—Seek assignment of license to WTSP Inc. for $200,000. Principals are equal owners **Farris E. Rahall, N. Joe Rahall** and **Sam G. Rahall,** brothers. Rahall interests are **WKAP Allentown, Pa.; WNAR Norristown, Pa.; WWNR Beckley, W. Va.; WFEA Manchester, N. H., and WCHS-TV Charleston, W. Va.** Filed July 31.

WHBU Anderson, Ind.—Seeks transfer of control of licensee corporation from Universal Bcstg. Co. to **C. Bruce McConnell** and **Robert B. McConnell.** Universal owns 100% of station's licensee, Anderson Bcstg. Corp. **C. Bruce McConnell** owns 54.74% of Universal Bcstg. Co. **Robert B. McConnell** owns .09% of Universal. C. Bruce McConnell is buying 55% of Anderson for $27,500, and R. B. McConnell is buying 45% for $22,500. Filed July 27.

WCMI-AM-FM Ashland, Ky.—Seek assignment of license to Edwina Bcstg. Co. Corporate change. Filed July 30.

WJR-AM-FM Detroit, Mich; WJRT (TV) Flint—Seek transfer of control of licensee corporation from **Mrs. Frances S. Parker** through sale of 6% to certain of present stockholders for $289,060. Mrs. Parker will hold 29.99%. Filed Aug. 1.

KBCH Oceanlake, Ore.—Seeks acquisition of control by **William Comer** and **Clayton S. Comer** as family group through purchase of 33.3% from **Robert G. Beattie** for $10,000. Filed July 27.

WGSW Greenwood, S. C.—Seeks relinquishment of negative control of licensee corporation through sale of 25% to **George B. Cook Jr.** Present 50% owner **W. C. Woodall Jr.** will reduce his stock to 37.5%; **C. H. Grider** will reduce from 33.3% to 25%, and **Mrs. O. G. Swindle Sr.** will reduce from 16% to 12.5%. Consideration is in following promissory notes: W. C. Woodall Jr., $3,750; C. H. Grider, $2,500, and Mrs. O. G. Swindle Sr., $1,250. Filed July 31.

WDEH Sweetwater, Tenn.—Seeks assignment of license to WDEH Inc. for $52,500. Principals are equal owners **Arthur D. Smith Jr.,** owner of **WCDT Winchester, Tenn., and WMTS Murfreesboro, Tenn.,** and **L. Frank Mullinax Jr.** Filed Aug. 1.

KTXC Big Spring, Tex.—Seeks acquisition of negative control by **V. T. Anderson** and **E. W.** and **Lucy Anderson** through purchase of 7.5% from **Clyde E. Thomas** and 7.5% from **George T. Thomas.** The Anderson brothers will now hold 50% each. Consideration: $3,000. Filed July 30.

KGKO Dallas, Tex.—Seeks relinquishment of control by **H. H. Coffield** through sale of 6.667% to **W. L. Pickens** for $2,500. Messrs. Coffield and Pickens will hold 50% each. Filed July 27.

WXEX-TV Petersburg, Va.—Seeks transfer of control of permitee corporation from **Daniel J. Friedman,** et al, to **Irvin G. Abeloff,** et al. Transfer is for less than 1%. Mr. Abeloff will hold 6.51%, Mr. Friedman less than 1%. Filed July 30.

WDBJ-AM-FM-TV Roanoke, Va.—Seek transfer of control from First National Exchange Bank of Roanoke, executor—trustee of estate of **Junius Parker Fishburn,** deceased—to Times-World Corp. Filed July 31.

APPLICATIONS RESUBMITTED

WOPT (TV) Chicago, Ill.—Resubmits application seeking assignment of cp to Television Exhibitors of America. Resubmitted July 27.

KHEM Big Spring, Tex.—Resubmits application seeking assignment of cp to Elm Bcstg. Corp. Resubmitted Aug. 1.

WCAN-TV Milwaukee, Wis.—Resubmits application seeking assignment of cp to Television Exhibitors of America. Resubmitted July 27.

Hearing Cases . . .

INITIAL DECISIONS

Brewster, Wash.—Hearing Examiner Hugh B. Hutchison issued Initial Decision looking toward ordering Pateros-Brewster Tv Assn., Brewster, to cease and desist (a) operating tv (booster) stations without first having obtained license from FCC; (b) from conducting operations of said stations without person holding appropriate operators license from FCC; and (c) from rebroadcasting programs or parts thereof of **KXLY-TV, KHQ-TV** and **KREM-TV Spokane, Wash.,** or any other tv stations, without having first obtained authority to do so from originating station. Action July 30.

Seattle, Wash.—Hearing Examiner Thomas H. Donahue issued Supplemental Initial Decision in which he ordered that Initial Decision released April 5, 1955, granting application of Queen City Bcstg. Co. for new tv to operate on ch. 7 in Seattle, and denying competing applications of **KXA Inc.,** and Puget Sound Bcstg. Co., should not be modified, and that result reached in Initial Decision should stand. (On March 14, 1956, Commission remanded proceeding to examiner and reopened record for limited purpose of taking additional evidence relative to policies of *Seattle Record* while it was edited and co-owned by **Saul Haas,** president and controlling stockholder of Queen City Bcstg. Co.) Announced July 31.

OTHER ACTIONS

Providence, R. I.—By Memorandum Opinion and Order of July 18, FCC acted on pleadings in proceeding re application of Cherry and Webb Bcstg. Co. for new tv to operate on ch 12 in Providence and for STA for WPRO-TV **Providence** as follows: (1) denied petition by **WNET (TV) Providence,** protestant, requesting FCC to order WPRO-TV to cease operation on ch. 12; granted WPRO-TV's petition for continuance of operation pending final decision on WNET protest and denied WNET motion to dismiss WPRO-TV petition; also denied WNET petition for opportunity to be heard and for deferment of action or designation for hearing, except insofar as it requests deferment of action on applications for STL stations; (2) ordered examiner to instruct parties to proceeding to file supplemental findings, if they so desire, and to file, in addition, proposed conclusions, after which examiner will issue initial decision containing both findings and conclusions; and (3) ordered case remanded to examiner for action consistent with Memorandum Opinion and Order. Announced July 26.

WKOW-TV Madison, Wis.—FCC denied protest and petition for reconsideration filed by WKOW-TV directed against Commission's June 20 grant of application for STA to operate **WISC-TV Madison** (ch. 3). WKOW-TV operates on ch. 27. Action July 1.

Routine Roundup . . .

July 26 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

KXEO Mexico, Mo.—Granted petition for leave to file late appearance which was filed July 10 in proceeding re am application of Henry County Bcstg. Co., Mt. Pleasant, Iowa. Action July 23.

Triangle Publications Inc.—Granted motion to correct transcript in various respects in matter of application to transfer control of **WLBR-TV Lebanon, Pa.,** to Triangle Publications Inc. (Action July 24).

By Hearing Examiner Herbert Sharfman

KAKJ (TV) Reno, Nev.—Granted petition for continuance of prehearing conference from July 31 to Oct. 1, and hearing now scheduled for Sept. 6 is continued indefinitely, pending rescheduling after prehearing conference in matter of revocation of television construction permit of KAKJ (TV).

Grand Prairie, Tex.—Ordered that further hearing is scheduled for July 31 at 10 a.m., re am applications of Grand Prairie Bcstg. Co., **Bernice Schwartz** and **R. M. Hetherington** d/b as Grand Prairie Bcstg. Co., both Grand Prairie, and Radio Center Inc., Arlington, all Tex.

July 27 Applications

Accepted for Filing

Modification of Cp

KWK-TV St. Louis, Mo.—Seeks mod. of cp (which authorized changes in existing cp) for extension of completion date to Feb. 13, 1957.

KHAD-TV Laredo, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 20, 1957.

WRVA-TV Richmond, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 31, 1957.

WITI-TV Whitefish Bay, Wis.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 29.

Remote Control

KGAS Carthage, Tex.; WTRA Latrobe, Pa.; KFMA Davenport, Iowa; WVCG Coral Gables, Fla.

Renewal of Licenses

KVOA-TV Tucson, Ariz.; KTVT (TV) Salt Lake City, Utah.

July 30 Applications

Accepted for Filing

Modification of Cp

KUMA Pendleton, Ore.—Seeks mod. of cp (which authorized change in frequency, increase in power, change hours of operation and installation of DA) for extension of completion date.

WTOC-TV Savannah, Ga.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 26, 1957.

WNBF-TV Binghamton, N. Y.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Nov. 30.

WTOB-TV Winston-Salem, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 3, 1957.

WARM-TV Scranton, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WLVA-TV Lynchburg, Va.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Feb. 1, 1957.

KXLA Pasadena, Calif.—Seeks mod. of cp (which authorized changes in DA system [DA-2] and changes in trans. location [coordinates only]) for extension of completion date.

WMIT (FM) Clingman's Peak, N. C.—Seeks mod. of cp (which authorized changes in licensed

Continues on page 121

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-1740
(nights-holidays telephone
Herndon, Va. 114)

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

COLLECTORS-ADJUSTORS
For the Industry
Collections Coast to Coast
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Detroit area. Box 248A, B•T.

Sales manager—experienced—for top regional station in large Michigan market. Must be self starter creative and know how to handle sales staff. Send full resume in first reply. Box 345A, B•T.

Little Rock, Arkansas—KOKY—new all negro programmed station now staffing. Need two experienced men. Program director-assistant manager and sales manager. Accepting applications until September 1st. Send complete resume and photograph 1st letter or application will not be considered. John McLendon, Box 2667, Jackson, Mississippi.

Salesmen

Wanted—salesman for West Coast station. Top salary and commission. Box 281A, B•T.

We need top salesman . . . and sales manager who likes to make money; to this man we can offer an exceptional financial future, Major independent in a New Jersey major. Box 315A, B•T.

Experienced AM-TV Allocations Engineers Wanted

A leading top flight Washington firm of consulting radio and television engineers, undergoing permanent expansion, needs:

A. ***Engineering Executive*** **to handle entire administration and supervision of certain TV and AM projects in the office and in the field. Attractive partnership arrangements will be offered to the right man.**

B. ***Senior Engineer*** **capable of handling most phases of consulting engineering work with the minimum of supervision. Liberal salary and opportunity to work wth diversified projects.**

C. ***Junior Engineer*** **with good background in math and drafting. Should have degree or be working towards one. Excellent opportunity to build an interesting and rewarding career. No experience necessary.**

Fees for these positions will be paid by the employer. All inquiries treated in strictest confidence. You will be protected even though currently employed where these vacancies exist. Call in person, or phone National 8-2173, or send your resume immediately to:

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Salesmen

Wanted: Young aggressive salesman by 31 year old, 250 watt Mutual outlet station in Wisconsin. Heavy on sports, music and news. At least 2 years experience required. Immediate opening. Write Box 351A, B•T.

Florida fulltime 5000 watt major network affiliate needs experienced salesman. Good draw on commission. Florida man preferred. Box 370A, B•T.

Don't miss this one! Wonderful opportunity for salesman with good pitch and high batting average in minor league radio to reach major leagues. Midwest. Full details first letter. Box 404A, B•T.

Big oportunity for an experienced radio salesman-announcer combination man to own 40 percent of practically new station. Only $3,000.00 down, balance on terms. Southeast market. New equipment only salesman interested in working need answer advertisement. Box 420A, B•T.

Wanted: 2 salesmen—one sports announcer-salesman and one straight salesman with announcing ability. Send full details first letter with picture and play-by-play tape, if sportsman, to Dean Johnson, Manager, KANO, Anoka, Minnesota.

Experienced salesman. $75.00 per week, plus commission. Bob McKay, WKRM, Columbia, Tennessee.

Salesman wanted . . . can make up to $10,000.00 per year if you are the right man. Announcing helpful but secondary . . . contact WKUL, Cullman, Alabama.

New company wants salesmen, now calling on stations, to represent radio's hottest sales aids in addition to present line. Box 288, Eau Claire, Wisconsin.

Salesman; Country music, 5 kw daytimer Ashland, Ky., no boozers, straight salary with 90 day evaluation toward upgrade, no ceiling on earnings. Send complete background and financial requirements to Connie B. Gay, Town & Country Network, Arlington, Va. Phone JAckson 5-5087.

Announcers

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Wanted: Announcer—third class ticket. All-around experience in small station operation for new Ohio station. Send tape. Box 275A, B•T.

Virginia station needs announcer. 3 years minimum experience. Salary open. Apply by letter. If interested, we'll ask for tape. Box 356A, B•T.

California independent in metropolitan market expanding operations. Now accepting auditions from qualified announcers with and without first class tickets. Prefer family men presently located on west coast. Knowledge of news, music, and independent operation essential. Send audition tape and complete information to Box 367A, B•T.

Opportunity for a good morning announcer at regional Wisconsin radio-tv station. We want an experienced man with a bright, friendly style. Send audition, references and photo to Box 378A, B•T.

If you have had about two years experience and have been on your present job a year or so. If you want, someday, to work in network radio or tv, but feel that you do not yet know all that might be necessary to get such a job . . . employment at this locally programmed, heavily commercial kilowatt daytimer might be a step in the right direction. This midwestern independent is owned and operated by progessional radiomen. Our salaries are realistic but regular raises are in store for those who earn them. We prefer mature, responsible family men who regard radio as a profession and want to progress in the field by diligent application of what they observe and learn from others. Stay with us two years . . . learn what we can teach you . . . earn your raises (one of our present staff is now earning almost double what he got when he arrived) and we will help you get a better job on a bigger station. Box 397A, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

All-night man. Must be average DJ, with sufficient news background to enable to cover local news beat by phone and edit wire copy. Give previous experience, salaries earned and expected and attach snapshot. Confidential. Box 400A, B•T.

Foremost metropolitan indie located mid-Atlantic states needs experienced combo-man, third ticket. Country and western. Must be able to sell. Send resume and tape to Box 405A, B•T.

Combo man announcer—first class engineer. Excellent opportunity with the most progressive group owners in the business. Box 421A, B•T.

Disc jockey with real selling air ability for top station metropolitan market. Must have real ability. Box 424A, B•T.

KAKE, Wichita, has opening for announcer-DJ. Must be top-calibre man, at least two years experience. Better than usual pay, better than usual working conditions, ultra-modern facilities. Opportunity to work in KAKE-TV. Send tape, photo, resume, to Scot McCullough, Program Manager. All tapes returned.

Announcer wanted: 250 watt, fulltime "indie," Hastings, Nebraska. Large organization, three radio and one television. Must be mature and sound. If not experienced don't answer. General announcing duties: News, remotes, man-on-street, telephone interviews, etc. Must be able to think on feet. This operation is razor sharp. Send tape, picture, and particulars to KHAS, Radio Station, Hastings, Nebraska, in care of Edward Knight, Program Director.

Little Rock, Arkansas—new negro station—KOKY now staffing. Need four disc jockeys—r & b and religious. Accepting applications until September 1st. Send details of experience and picture in 1st letter. John McLendon, Box 2667, Jackson, Mississippi.

This is directed to high calibre, single men with desire to learn and travel. Opportunity for two talent beginners in announcing plus. Travel paid. Two years contract $250 month. $25 raise every six months, housing, maid and duty transportation. Airmail full details, picture, short tape. KSBK, CPO 186, Naha, Okinawa.

Wanted immediately combination continuity-announcer for central Kansas' outstanding independent music-news-sports station. Wealthy, aggressive town of 42,000. $300 to start; advancement according to ability. Airmail complete background, copy, photo, tape and, if possible, sample production spots to J. D. Hill, KWKH, Hutchinson, Kansas.

Immediate opening for experienced, versatile announcer—strong on personality and showmanship. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Program director vacancy at established independent station, Must be versatile on-air and have highest character as well as business ability. Apply in writing with photo, tape and references. WFIN, Findlay, Ohio.

Radio announcer—copywriter with experience. WJWL, Georgetown, Delaware. Phone 2567.

Opening for experienced announcer. Bob McKay, WKRM, Columbia, Tennessee.

Morning man with all-around experience. Sports helpful, not essential. Immediate opening. Airmail tape, background requirements to P. D., WLAU, Laurel, Mississippi.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis.

Wanted: Announcer-engineer—first phone, strong on disc jockey, for aggressive daytime indie. Airmail tape and letter of background. Room 900, 1012 Baltimore Bldg., Kansas City Missouri.

Opening for two combination men-announcers with first phones, emphasis on announcing for two Louisiana small market stations. Airmail expected salarly, tape ad complete resume to Ralph Hooks, Post Office Box 46, DeRidder, Louisiana.

There are many job opportunities in North Carolina radio. We have several openings for top-flight experienced announcers, morning men and copy-writers. Contact North Carolina Association of Broadcasters, Box 2090, Asheville, North Carolina.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer-announcers, one with first ticket. Energetic, ambitious married men 250 watt small Arkansas market. Box 350A, B•T.

Capable engineer, 1st class phone and ability to announce. 250 watt Virginia market station. Box 403A, B•T.

Midwest major market opening for an outstanding transmitter engineer. Give references, and salary desired. Box 423A, B•T.

Chief engineer. Start as engineer-announcer. Opportunity to become chief after brief trial period. Contact Gene Ackerly, KCOW Radio, Alliance, Nebraska.

Wanted: Combo first ticket engineer and announcer. Must be capable engineer and good announcer. $100.00 a week to start. Must be steady and reliable, tape and references must be furnished. Married man preferred. Radio Station KSNY, Snyder, Texas.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Immediate opening first phone, no experience necessary. Guarantee $70.00 per week start. Contact Warren Chase, WDEV, Waterbury, Vermont.

Technician with first class license. Some announcing preferable. Howard Hayes, WOKO Albany, New York.

Wanted. Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV 1 East Main Street, Riverhead. Long Island, N. Y.

Programming-Production, Others

Newsman experienced with good voice. Must be versed in writing, rewriting and reporting. Eastern independent. $100. Box 297A, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted: Experienced newsman. Someone interested in making a permanent home in medium-sized midwestern community. Must be experienced in all phases of news gathering and writing. Attractive salary for man willing to work and become part of expanding local station. Box 325A, B•T.

Promotion manager for midwest major network affiliate in one of the first 60 markets. Department head status. A great opportunity to grow with a new expanding station. Box 357A, B•T.

Program director-announcer—Fall opening at midwest independent daytimer for imaginative man ready to utilize top program and equipment resources. Because personal interview is required, only midwest applicants will be considered. Send complete details in first letter. Box 373A, B•T.

Newsman. Experienced in local reporting, editing, rewriting. Newsreel experience helpful but not necessary. For radio-tv in major midwestern market. Detail previous experience. State starting salary expected. Enclose photo. Confidential. Box 401A, B•T.

Program director to do all phases of programming. Complete details and salary expected first letter. WASA, Harve deGrace, Maryland.

Program director wanted. An opportunity for good experienced announcer to advance. WJWL, Georgetown, Delaware. Phone 2567.

Experienced newsman needed now for 10kw station. Gather, write air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C. Also opening for general announcer.

Experienced woman, copywriter. Contact Bill Stewart, WPBC, Minneapolis.

News director. Experienced and capable of supervising local news staff. Top newscasting ability a must. State qualifications and salary expected first letter to WVLN, Olney, Illinois.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted: An experienced radio news reporter by a New England 5000 watt station. Starting at $75.00 weekly, automatic raise to $85.00 in six months if capable. Another raise within a year if you can produce salesable news features. This job both a challenge and opportunity. Send complete background and photograph. Our selection will be slow. Address P. O. Box 1522, Worcester, Mass.

Situations Wanted

Managerial

Florida stations: Nine years experience in announcing, engineering, sales, administration. Presently assistant manager midwest kilowatt, desire return to responsible, permanent Florida position. Other southeast considered. Box 399A, B•T.

Wanted managerial job: Details in display section. Box 402A, B•T.

Manager—mature man of long experience. Strong on sales, good programming, efficient operation. Really knows radio business. Good character and references. Available immediately. Box 415A, B•T.

Salesmen

Salesman, DJ, sports. Six years experience. Presently employed commercial manager, one kilowatt indie. Married. Veteran, reliable, seeking larger market and income. Will work hard and well to live comfortably. State salary first letter. Box 294A, B•T.

Proven sales record, experience play-by-play, sales management and station management. Box 368A, B•T.

(*Continued on next page*)

RADIO-TELEVISION

HELP WANTED

National has a multitude of outstanding jobs for outstanding people listed at this moment in both Radio and Television, and in all parts of the country. If you are interested in a job that fits your capabilities both now and in the future, contact National today. If we don't have one on file, we'll find one for you.

JOBS WANTED

National has a number of top quality Radio and Television people with experience in nearly every phase of Broadcasting available right now. Because we've checked, we can recommend them to jobs that fit their qualifications. Call National. You'll find that a National Man is the Right Man for the Job.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

National Radio & Television Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Salesmen

Experienced salesman looking for a permanent position with a future. Box 407A, B•T.

I will sell your non-active accounts on a 50-50 commission basis. Box 408A, B•T.

Am or tv sales. Top radio salesman major representative. Wishes to relocate Florida, Miami or west coast preferred. Now employed. References available. Box 413A, B•T.

Salesmen's helper! Radio hottest sale aid! Free details. Box 283, Eau Claire, Wisconsin.

Announcers

Top morning man—deejay—employed—wishes to relocate. Veteran—family. Box 309A, B•T.

Employed, dependable, experienced announcer—deejay wants to relocate in Pennsylvania, Connecticut, or New York. Available October 1st. References. Box 317A, B•T.

3 years tv—9 years radio sports and staff—top play-by-play, all sports—desire to relocate by September 15th. Location secondary to opportunity. Over 5 years present position—address all replies. Box 328A, B•T.

Savoir faire . . . thanks to fifteen happy years in the business. All around network experience as announcer, host emcee, newscaster et al . . . commercials on all major networks . . . credits on request. . . . Available now. Prefer New York City, but will consider a reasonable offer. Box 349A, B•T.

Commercial DJ, staff, experience, strong in news, can operate board, references. Box 353A, B•T.

Experienced combo man. First phone. Good voice. Employed. Married. 25. Wishes to return to California. Box 366A, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 371A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Combo man—1st phone—27—married, child, vet. 3 years experience. West or midwest. Also interested learning sales. Box 374A, B•T.

Sports director, 8 years play-by-play, available Sept. 10. All sports, pro baseball essential. Can sell. Box 376A, B•T.

Announcer-newsman. Mature, dependable. Discontinuation tv on 5000 watt combined operation forces change. Prefer northeast. Box 382A, B•T.

Young family man, settled, first phone, experienced announcer, looking for pleasant conditions, permanency. No nights. Box 383A, B•T.

Versatile announcer-DJ, now with Chicago independent, seeks quality station. University graduate. Box 384A, B•T.

Announcer, one year general all around staff experience. Ambitious, car, will travel. Box 386A, B•T.

Salesman-announcer: Six years experience, reliable, available immediately, will travel. Box 388A, B•T.

Former Golden Glove champion, pro boxer. Graduate of Cambridge School for announcers and DJ. Experience in other fields. Appeared in movies. Box 389A, B•T.

Graduate from SRT, wishes announcer job with small radio station. Age 58. Box 390A, B•T.

Top negro DJ. Bop to Bach. Superb commercialist. College. Veteran. Tape, resume, available—will travel. Box 391A, B•T.

Announcer available 2 weeks. Currently employed midwestern kilowatt. Combo—will relocate anywhere. Best references. Not drifter, drunk. Proven following. Details, photo, tape available. Box 398A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

3 years experience, news, commercials, DJ, sports. Available immediately. College graduate, BA, MA. Box 412A, B•T.

"Personality disc jockey": Intimate, warm and authoritative with a broad knowledge of music, news and radio station savvy. Ten years experience in and around New York metropolitan area with proven Hoopers and Nielsens. Believe music to be all important and should be selected intelligently to capture mass audience. Now handling two top slots of day: Morning and afternoon personality disc shows. Interested in proposition of similar nature in major city. Want top deal and will do top job for you too. Currently employed in $7,500 bracket. Box 414A, B•T.

Staff announcer, employed midwestern 1000 watt 1½ years. Vet. Family. Seeking location in northeast. Box 418A, B•T.

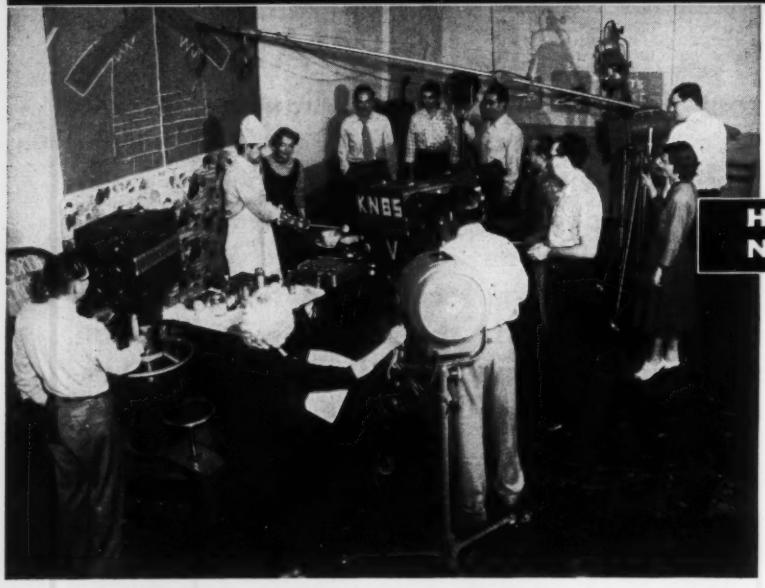
Announcer-salesman, trained all phases. Presently employed traffic department 50kw desires air experience in smaller market. Young, single, vet. Prefer Minnesota, consider all. Box 419A, B•T.

Announcer, first phone. 5 years radio. Thoroughly experienced. Copywriting, news, programming. Prefer west, southwest, northwest but consider all areas. $90.00 minimum, 40 hour week. Married. Guy Christian, Bel-Aire Motel, Highway 6, Sterling, Colorado.

Announcer—7 years experience including copy, programming, traffic, record librarian. Desires progressive small station. Lou Emerson, 9426 Santa Monica Blvd., Beverly Hills, California.

Experienced personality disc jockey and staff man available now. Dependable, ambitious, excellent references, complete knowledge of "pop" music. You just read the ad—Tom Hopkins, Box 775, Bernardsville, New Jersey, Bernardsville 8-0538 after 6 p.m.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff and sports announcer wants immediate appointment with small market station. Mature experienced voice on news, commercials, DJ, play-by-play. Married, third ticket. Glenn Martin, 838 N. Market Street, Frederick, Maryland. Monument 3-4444.

Would you like a personality gal who has been doing publicity, promotion and emcee television show for summer stock company. Performed DJ shows from night clubs, restaurants and teen centers. Last radio job with number one station in Flint. Excellent references. Dottie Miller, 619 West Fifth Avenue, Flint, Michigan.

Excellent references. Two years midwest. Traffic, news, sports, DJ. Roy Pall, 445 20th, Niagara Falls, New York.

Well known recording artist, "country disc jockey" with five years tv experience, sober, reliable, capable of top-flight pay. P. O. Box 35, Nashville, Tenn.

Experienced, versatile young announcer. Now summer replacement at top music and news station in Washington, D. C. Warm, friendly DJ and network quality staff (experience includes network originations). College graduate. P. O. Box 642, Washington 4, D. C.

Experienced announcer. Puts "sell" into commercials. Never fluffs. Box 283, Eau Claire, Wisconsin.

Technical

Experienced chief engineer-announcer with degree. Box 292A, B•T.

Couple: Male, chief engineer, assistant manager. Female, traffic, chief continuity, programming, deejay, wish to relocate together Wisconsin, Ohio, Illinois, Indiana. Box 365A, B•T.

Engineer, 9 years am experience, ham 26 years. No announcing. Permanent. Box 372A, B•T.

Chief engineer. Experienced in administration, equipment, purchasing, design, construction, maintenance and operation. Box 393A, B•T.

Chief engineer—14 years experience. Qualified, sober, directional experience. Would like job in progressive am station or chance to gain experience in tv. Box 422A, B•T.

Programming-Production, Others

Journalism degree, 8 years experience gathering, writing, airing news. Anxious tv or major radio market. Box 369A, B•T.

Un moment, s'il vous plais! Young married program director seeks market with future. Have six years varied experience. Knowledge of all phases of broadcasting. Merci! Box 379A, B•T.

Seeking challenge in larger radio or tv outlet in current work as news director or program manager. Employed in this New England 250 watt fulltime independent 4 years. Family man, 31. Box 387A, B•T.

News-program director desires relocation progressive station; north, east, south. Excellent references; family. Three years all phases. Box 406A, B•T.

TELEVISION

Help Wanted

Salesmen

Television salesman, Iowa, CBS, vhf full power, guarantee plus commission, send complete experience, full details, Box 324A, B•T.

Sales manager, midwest 200,000 set market, NBC. Good opportunity. Send complete summary, picture and record of sales. Box 381A, B•T.

Full power vhf network affiliate in Iowa has immediate opening for television salesman. 10% commission $150.00 weekly draw. Prefer man 25-35. Send complete resume and photo with first letter. All replies treated confidentially. Box 385A, B•T.

Announcers

Announcer to specialize in sports and double in staff announcing or sales. Midwest full power NBC station. Send picture, resume. Box 380A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Need qualified engineer for permanent position in southwestern station. Excellent living conditions. No floaters. Give full details including minimum salary. Box 267A, B•T.

Need tv engineers. An experienced middlewest man to assist chief engineer at KELO-TV—KDLO-TV, Sioux Falls, S.D. Two tv technicians for KDLO-TV, Florence, S.D. Direct replies including qualifications, references, salary expected and returnable photo to N. L. Bentson, WLOL, 554 Northwest Bank Building, Minneapolis, Minnesota.

Chief engineer—uhf experience General Electric 12 kw—KSAN-TV, 1111 Market Street, San Francisco, California. J. Paterson.

California network vhf. Engineering opportunity. We need engineers at once for expanding operation in two of California's finest small coastal cities. Must be fully qualified and experienced in maintenance and operation, both studio and transmitter. Excellent opportunity for right men. Periodic raises and profit sharing plan demands initiative and cooperative attitude. Give complete experience and references. Send full information to Bill Hargan, Chief Engineer, KSBW-TV, Post Office Box 1651, Salinas, California.

Wanted immediately, an engineer for position of assistant chief with progressive vhf. Video experience required and salary open. Contact Chief Engineer, WJBF-TV, Augusta, Georgia.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Experienced film editor, preferably female for large eastern vhf station. Must have television experience. Foward resume and salary requirements to Box 163A, B•T.

Florida vhf needs experienced announcer-director. Looking for man with pleasing personality, who can sell on camera. Resume, photo to Box 395A, B•T.

Tv producer-director, Must have commercial tv station experiences. Send complete resume with picture and salary requirements to: Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis 2, Indiana.

Top-flight girl wanted by central Pennsylvania tv station to handle promotion and write commercial copy. Prefer someone with experience and proven ability. Attractive salary for right person. Contact Jim Curtis, WSBA-TV, York, Pennsylvania.

Situations Wanted

Technical

Experienced cameraman, floorman, married, sober, reliable, now employed, desire change. Box 320A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

CBS newsman in major market looking for tv opportunity, air work, writing, administrative. Will relocate. Box 396A, B•T.

Producer-director wishes to relocate with progressive operation. Currently with high power network affiliate in one of top ten markets. Thoroughly experienced all phases. Excellent references. Box 411A, B•T.

FOR SALE

Stations

Tv-uhf license in the largest city in the country without a local tv station. Low frequency. A major market but handicapped by vhf overlap. Size of market and uhf development assure eventual profitable operation but present holder cannot afford to develop. Low cost or will accept part ownership as payment. Box 375A, B•T.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

RCA TT-5A high band transmitter, factor converted to air cooling. Box 310A, B•T.

Complete fm station, $3,000.00. GE BT-1A 250 w transmitter, frequency monitor, ring antenna, 350' 7/8" coax on spool. Box 377A, B•T.

Westinghouse 10kw. Fm transmitter, Raytheon 250 watt transmitter, REL 600R fm frequency and modulation monitor, 3 bay RCA TF-3AL channel 2 or 3 antenna, and 200 foot Windcharger type 300 guyed tower adapters for above antenna. Make offer. Box 392A, B•T.

Three Ampex 400 portable tape recorders, excellent condition presently in use—best offer for one or all. Box 417A, B•T.

GE slide projector—type PF-3-C, model 4-PF3-C4. Never used. Coast $2,750. Make cash offer F.O.B. Sacramento. KXOA Sacramento 15, California.

Three Presto 64-A turntables, 5 WE 109AA reproducer groups. David Carson, WFLN, Philadelphia 28.

Self-supporting Leigh tower, 179 feet, available after October 31, 1956. Contact Radio Station WKNY, Kingston, New York.

For sale: Scully disc recorder, late model manually operated machine, excellent condition. Also, Model 200 Ampex tape machine, 30 and 15 inch speed. Address WSM, Inc., Nashville 3, Tenn. Attention: Technical Director.

RCA limiter, $85.00; RCA racks, $45.00. GE BA-10 amplifiers, $45.00; Ampex 450, $575.00; Minitape, $75.00; RCA 4 channel remote, $85.00; RCA line amplifier, $35.00; RCA 74-B microphones, $25.00. Box 221, Lebanon, Tennesee.

Commercial crystals: And new or replacement broadcast crystals for Bliley, Western Electric, RCA holders. Conelrad frequencies. Crystal regrinding etc. Reasonable prices, fastest service—also station am monitor service. Over 20 years in the business! Eidson Electronic Company, Temple, Texas.

CALIFORNIA NETWORK VHF ENGINEERING OPPORTUNITY

We need engineers at once for expanding operation in two of California's finest small coastal cities. Must be fully qualified and experienced in maintenance and operation, both studio and transmitter. Excellent opportunity for right men. Periodic raises and profit sharing plan demands initiative and cooperative attitude. Give complete experience and references. Send full information to Bill Hargan, Chief Engineer, KSBW-TV, Post Office Box 1651, Salinas, California.

WANTED TO BUY

Stations

Private sales. Oklahoma, Texas, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted—console and microphones—also any other used broadcast equipment available. Box 282A, B•T.

Wanted—record library 45 rpm, popular and western records only. Box 307A, B•T.

Would like to buy reconditionable audio console and used 200 feet am tower. Box 416A, B•T.

Uhf—1kw TXR. (prefer low channel) studio equipment including camera. Manager, WKDN, Camden 4, N. J.

Wanted to buy: 10 kw fm transmitter. XEAW, Box 268, Monterrey, Nuevo Laredo, Mexico.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

RADIO

Help Wanted

Managerial

MANAGER SEEKING OPPORTUNITY

Prefer man strong in sales who has had experience as Manager or Sales Manager of medium size station, who would like to join group-owned stations as Manager of Midwestern 5 KW Independent . . . in City of over 500,000 population. Compensation would be on salary and participation in profit plus many other benefits and unlimited opportunities for advancement. Send facts and photo. Box 348A, B•T

Technical

TINY HILL, owner of KHIL, says no such 1st class engineer exists who can do an above average announcing job. If you're an ENGINEER who can do maintenance on fine new Gates equipment and turn out a GOOD announcing job that's COMMERCIALLY SALEABLE, I want you to write me with a complete resume of background, work history and all other facts, including a tape, and help me prove the boss is wrong. Opening August 15th. Wonderful climate, in location within minutes of downtown Denver. The "goin'-est" station in the area. Write by airmail-special delivery TODAY to: Lowell Christianson, KHIL, P. O. Box 406, Fort Lupton, Colorado, or phone Denver ATlas 8-0956 at your expense and let's discuss it.

RADIO

Situations Wanted

Managerial

WANTED: Managerial job. Partner and I just sold kilowatt daytimer. Most funds tied up, long terms. Insufficient fund right now to build again. Married; 9 month old boy; 26; veteran; five years radio, one tv; managed first station at 23, built present operation at 24; partner inactive here. Present operation grossed $52,000.00 in small market, 1955. Not wonderful, but station growing and added physicals needed first 12 months. Don't pretend to know everything but wear out lots of shoe leather and don't drink (not sure if, in this business, latter is recommendation). Available about October 1st. Resume and references upon request. Reply to Box 402A, B•T.

TELEVISION

Help Wanted

Technical

BROADCAST ENGINEER

. . . . to operate mobile color TV equipment. Must have at least two years black and white video control experience. Some maintenance experience desirable. Considerable nation-wide travel involved from Philadelphia base. Liberal salary, benefits and expenses. Send complete resume.

Box 250A, B•T

Chief Engineer Wanted

VHF station in southeastern market of half million has opening for Chief Engineer. Excellent working conditions. Good salary. Climate ranges between 65 and 90. Housing reasonable. Send full details, salary range, photo (which will not be returned), etc. to

Box 409A, B•T.

FOR SALE

Equipment

SATELLITE OPERATORS

Federal 2000mc video microwave system with 10 ft. parabolas. Good working condition. Audio channel unit included. Now accepting offers. Contact J. R. McKinley, KTVR, Denver, Colorado.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE

Equipment

FOR SALE

40 foot Trans-Lux Traveling message news sign. Excellent condition. $5,000. Contact ERIE FLASHCAST, 2817 Plum Street, Erie, Pennsylvania. Phone 7-5522.

WANTED TO BUY

Equipment

Wanted

RCA TV remote truck or equivalent containing two or three Image Orthicon chains. Truck and equipment must be in good condition. Send photos, equipment list and price. All replies promptly acknowledged. Box 201A, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

MISCELLANEOUS

NOTICE

One Shure Microphone, Model 300. Ser. 2642
Two Altec Microphone System Model M20, Ser. 1129 and 1130
One Electro Voice Filter-type Microphone
One Electro Voice Microphone slim-line-type
One McIntosh Amplifier, Model 150A, Ser. 7216
Two General Electric Amplifiers, A1320

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 2, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Tovrea or G. F. Curnow, Detective Division, Police Department, City of Denver.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

Continues from page 114

station) for extension of completion date.

WCDA (TV) Albany, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 15, 1957.

WPTZ (TV) North Pole, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KPHO-TV Phoenix, Ariz.

Remote Control

KAIR Tucson, Ariz.; KPAL Palm Springs, Calif.; KUHF (FM) Houston, Tex.; KOB-TV Albuquerque, N. M.

July 31 Applications

Accepted for Filing

Modification of Cp

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change in ant.-trans. and studio locations) for extension of completion date.

WCOG Greensboro, N. C.—Seeks mod. of cp (which authorized increase in D power and installation of additional tower for DA array) for extension of completion date.

KWRO Coquille, Ore.—Seeks mod. of cp (which authorized change in frequency; increase in power; change hours of operation; change ant.-trans. location; operate trans. by remote control, and make changes in ant. system) for extension of completion date.

WCNB-TV Harrisburg, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KGGM Albuquerque, N. M.; KLEA Lovington, N. M.; KVSP Santa Fe, N. M.; KRAL Rawlins, Wyo.

Renewal of License Returned

KOLD Yuma, Ariz. (Signed by manager.)

Remote Control

WBCM Bay City, Mich.

August 1 Decisions

Broadcast Actions

By Broadcast Bureau

Actions of July 27

Following were granted extensions of completion dates as shown: **WRVA-TV Richmond, Va.**, to 1-31-57; **WPTZ (TV) North Pole, N. Y.**, to 2-26-57; **KVOO-TV, Tulsa, Okla.**, to 2-24-57; **WDSU-FM New Orleans, La.**, to 2-20-57; **WMIT, Clingman's Peak, N. C.**, to 9-30-56; **WNBF-TV Binghamton, N. Y.**, to 11-30-56.

Actions of July 26

KPAL Palm Springs, Calif.—Granted authority to operate trans. by remote control from 153 N. Palm Canyon Dr.

Following were granted extensions of completion dates to 10-16-56: **WPFA-TV Pensacola, Fla.; WJLN-TV Birmingham, Ala.; WTOH-TV Toledo, Ohio; WOPT (TV) Chicago, Ill.; WRAK-TV Williamsport, Pa.; WJDW (TV) Boston, Mass.; WITH-TV Baltimore, Md.; WQCY (TV) Allentown, Pa.; WKNE-TV Keene, N. H.; WIND-TV Chicago, Ill.; WOTV (TV) Richmond, Va.; KTVQ (TV) Oklahoma City, Okla.; KGTV (TV) Des Moines, Iowa; WATL-TV Atlanta, Ga.; WQXL-TV Louisville, Ky.; WQXN-TV Cincinnati, Ohio; KXYZ-TV Houston, Tex.; WIFE (TV) Dayton, Ohio; WKNA-TV Charleston, W. Va.; WKDN-TV Camden, N. J.; WINR-TV Binghamton, N. Y.; WCBF-TV Rochester, N. Y.; WHEF-TV Brockton, Mass.; WSTF (TV) Stamford, Conn.; WKOK-TV Sunbury, Pa.; WNLC-TV New London, Conn.; WNOP-TV Newport, Ky.; WOOK-TV Washington, D. C.; WTLF (TV) Baltimore, Md.; WHFC-TV Chicago, Ill.; WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va.; WFPG-TV Atlantic, N. J.; WTLE (TV) Evanston, Ill.; KSPG (TV) Tulsa, Okla.; WEAL-TV Orlando, Fla.; WPTR-TV Albany, N. Y.; WMCN (TV) Grand Rapids, Mich.; WFMZ-TV Allentown, Pa.; WHCU-TV Ithaca, N. Y.; WEOL-TV Elyria, Ohio; WQMC (TV) Charlotte, N. C.; WTVG (TV) Mansfield, Ohio; WTVQ (TV) Pittsburgh, Pa.; WCBC-TV Anderson, Ind.; WFTV (TV) Duluth, Minn.; WKJF-TV Pittsburgh, Pa.; WAZL-TV Hazelton, Pa.; KTRB-TV Modesto, Calif.; KNUZ-TV Houston, Tex.; KCOA (TV) Corona, Calif.; KVAN-TV Vancouver, Wash.; WLBR-TV Lebanon, Pa.; WOCN (TV) Atlantic City, N. J.; WQIK-TV Jacksonville, Fla.; WPHD (TV) Philadelphia, Pa.; WXEL (TV) Boston, Mass.; WMFL (TV) Miami, Fla.; WKLO-TV Louisville, Ky.; WTVX (TV) Gastonia, N. C.; WLAP-TV Lexington, Ky.; WTVU (TV) Scranton, Pa.; WRTV (TV) Asbury Park, N. J.; KBAY-TV San Francisco, Calif.; KCEB (TV) Tulsa, Okla.; WFOX-TV Milwaukee, Wis.; WNET (TV) Providence, R. I.; WCKG (TV) New Orleans, La.; WNYC-TV New York, N. Y.; WERE-TV Cleveland, Ohio; WTVI (TV) Fort Pierce, Fla.**

Actions of July 24

Following were granted extensions of completion dates to 10-16-56: **WKNY-TV Poughkeepsie, N. Y.; WBID-TV Detroit, Mich.; WIRK-TV West Palm Beach, Fla.; WICA-TV Ashtabula, Ohio; WAAB-TV Worcester, Mass.; WCAN-TV Milwaukee, Wis.; WBTM-TV Danville, Va.; WTAQ-TV Cambridge, Mass.; WELI-TV New Haven, Conn.**

Following were granted extensions of completion dates as shown: **WGLV (TV) Easton, Pa.,** to 2-23-57; **KTAG-TV Lake Charles, La.**, to 2-9-57; **WAIQ Andalusia, Ala.**, to 11-19-56; **WBIQ (TV) Birmingham, Ala.**, to 11-13-56; **KELO-TV Sioux Falls, S. D.**, to 12-12-56; **WJMR-TV, New Orleans, La.**, to 2-2-57; **WKAR-TV East Lansing, Mich.**, to 2-15-57; **WNAO-TV Raleigh, N. C.**, to 11-1-56; **WDSU-TV New Orleans, La.**, to 2-20-57.

Following were granted authority to operate trans. by remote control: **KAIR**, from 48 E. Broadway, **Tucson, Ariz., WTRA**, from 202 Main St., **Latrobe, Pa.; KGAS**, from 216 E. Sabine St., **Carthage, Tex.; KFMA**, from 415 Perry St., **Davenport, Iowa.**

Actions of July 23

WVCG Coral Gables, Fla.—Granted authority to operate trans. by remote control from 377 Alhambra Circle.

KRFM (FM) Fresno, Calif.—Granted license covering changes in licensed station.

WBRC-FM Birmingham, Ala.—Granted extension of completion date to 1-1-57.

WCRB-FM Waltham, Mass.—Granted extension of completion date to 10-30-56.

August 1 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

WOI Ames, Iowa—Granted petition for extension of time to and including Aug. 27 to file briefs in reply to exceptions to initial decision re its application for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action July 25.

By Chief Hearing Examiner

James D. Cunningham

KSTN Stockton, Calif.; KARM Fresno, Calif.—Granted joint petition to extent it requests removal of KSTN's application from hearing docket and its return to processing line and ordered that protest proceedings heretofore instituted upon said application are hereby dismissed. Action July 26.

KUIN Grants Pass, Ore.—On Chief Hearing Examiner's own motion, and with consent of all parties to proceeding re am application of KUIN, ordered that Hearing Examiner Jay A. Kyle, in lieu of Annie Neal Huntting, will preside at hearing, which was scheduled to commence July 31. Action July 27.

By Hearing Examiner Jay A. Kyle

Bill Mathis, Abilene, Tex.—Granted motion for continuance of hearing re his am application and that of Key City Broadcasters, Abilene; hearing scheduled for July 31 is continued without date. Action July 26.

By Hearing Examiner Herbert Sharfman

Providence, R. I.—Ordered that parties in proceeding re application of Cherry and Webb Bcstg. Co., Providence, for cp for new tv and for STA for **WPRO-TV** (ch. 12) are instructed to file supplemental proposed findings of fact, if they so desire, by Sept. 4, and to file, in addition, proposed conclusions by same date. Action July 30.

By Hearing Examiner Basil P. Cooper

Cheboygan, Mich.—On Examiner's own motion, ordered that further hearing in ch. 4 proceeding, Cheboygan, (Midwestern Bcstg. Co., et al.), is continued from July 30 to date approximately 14 days after Commission has acted on presently pending motion to enlarge issues in this proceeding; exact calendar date to be specified by subsequent order. Action July 26.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—Ordered that hearing conference will be held on July 27 in ch. 11 proceeding, Pittsburgh. Action July 25.

By Hearing Examiner H. Gifford Irion

WSLA Selma, Ala.—Granted joint petition of WSLA, on behalf of themselves and all other parties except Broadcast Bureau and Department of Defense, for extension of time from July 31 to Aug. 10 to file proposed findings of fact and conclusions of law, with final date for reply findings remaining as Sept. 17, re WSLA application for mod. of cp (ch. 8). Action July 31.

August 1 Applications

Accepted for Filing

Modification of CP

WNDU-TV South Bend, Ind.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

License to Cover Cp

WAVU Albertville, Ala.—Seeks license to cover cp which authorized increase in power; change in ant.-trans. location, and to specify studio location as Rt. #431, 1.5 miles southeast of Albertville city limits.

WLOC Munfordville, Ky.—Seeks license to cover cp which authorized change in ant.-trans. and studio location and to operate trans. by remote control.

WZKY Albemarle, N. C.—Seeks license to cover cp which authorized new am.

WCHI Chillicothe, Ohio—Seeks license to cover cp which authorized new am.

WORM Savannah, Tenn.—Seeks license to cover cp which authorized new am.

KTUT Tooele, Utah—Seeks license to cover cp which authorized new am.

Renewal of Licenses

KVNU Logan, Utah; KHBL Plainview, Tex.

SCA

WFMQ (FM) Meriden, Conn.

Remote Control

KMMW Meriden, Conn.

UPCOMING

AUGUST

Aug. 16-17: RAB western managers' conference, Palo Alto, Calif.

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 31-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park.

SEPTEMBER

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.

Sept. 10-11: RAB southern managers' conference, Biloxi, Miss.

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

Sept. 13-14: RAB northeastern conference, Skytop, Pa.

Sept. 13-14: Michigan Assn. of Radio-Tv Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $41.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

Out of the Blue (Book)

THE extent to which program control is on the minds of members of the FCC is reflected in two events last week—one an address by Comr. Robert T. Bartley in California, and the other the "dissenting" opinion of Comr. John C. Doerfer in the case involving the sale of WQAM Miami to Todd Storz' Mid-Continent group.

These men, representing two-sevenths of the Commission, do not see eye-to-eye on the extent to which the FCC should go in reviewing program content. We are not disposed to go along all the way with either.

For example, Comr. Bartley accepts as legal gospel the dictum in the Frankfurter opinion in the Supreme Court's Chain Broadcasting Case of a dozen years ago, that the FCC is not merely the supervisor of the traffic on the air but has the burden of determining "the composition of that traffic." He is satisfied to reconcile that offhand observation by one Supreme Court Justice with the anti-censorship provision of the law itself, on the ground that censorship is day-to-day control "in advance" of program content.

While there is much in Comr. Bartley's speech with which most broadcasters will agree, there's just enough bite in it to cause real concern. Would he vote for another "Blue Book" today? He indicates he might. His is a learned dissertation, covering virtually every example in which the courts and Congress appeared to delegate some degree of control over program content. But there are many notable examples of "hands off" expressions adhering tenaciously to the anti-censorship injunction of Congress.

Comr. Doerfer is "from Missouri." He wants to be shown. He wants his colleagues to make up their minds. We concur in his view that the FCC should clear up the confusion. But to have ordered a hearing in the WQAM case would have been tantamount to denial of the sale since there was an Aug. 15 cut-off date.

Before the FCC recessed on July 19, there was heated discussion about its program jurisdiction. The case which prompted it—transfer of WQAM—because of the programming pattern of the Storz stations, was decided in favor of Storz 4-3. Mr. Bartley voted for the transfer; Mr. Doerfer against. The question of a possible "general investigation" of its authority was left for determination when the FCC reconvenes after its month's vacation.

Mr. Bartley suggests that in the light of some "misunderstanding" as to the extent and nature of program control, the whole question of policy should be presented to Congress. Here we agree, particularly since the FCC seems to be split at least 4-3 and since Comr. Bartley, in the light of his speech, could well be the fourth vote the wrong way.

But this should be no superficial, spur-of-the-moment presentation to Congress. Fundamental national policy, vital to the welfare of radio and tv as free media, would be at stake. There should be careful, judicial preparation and consideration. And it should come in the relative calm of an off-election year.

Moment of Silence

THE advocates of subscription television have been unusually quiet lately.

Maybe it's because they have less and less to say.

Most of their old arguments are being weakened if not demolished by the evolution of commercial tv.

When NBC bought rights to the World Series for the next five years, one of the biggest talking points of the toll tv interests evaporated. The toll tv people had been saying they would tie up the World Series and other big sports events for their proposed box-office system.

The subscription people also used to say that only their system could provide enough money to obtain the release of good Hollywood movie product to tv. In the past year, hundreds of good feature films have been put on the commercial television market. One great film, "Richard III," was given its first showing on commercial tv. It's beginning to look as though the hard money of commercial television appeals more to Hollywood than the promissory notes of subscription television.

The general quality and quantity of commercial television programming this past season have been so remarkably good that it would be difficult for any toll tv spokesman to find a field of entertainment in which he could hope to promise better things than are now offered on free television. Indeed there is evidence that the public is overwhelmingly in favor of keeping the present system. The polls and public sampling reported in the NARTB's new pamphlet, "Americans Speak Out for Free Tv," show how little headway subscription advocates have made in advancing their proposal before the people.

So there is relative silence lately from the subscription camp.

But there is no guarantee of prolonged silence. We may expect the old arguments to be polished up and new ones to be invented. The fight to keep television free is not won, even though the chance of winning it is improving all the time.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"J. P., I think we've got a commercial they won't tune out!"

At Home: Politics

THERE are two sure bets about the political convention doings of the next three weeks—neither of them political.

One is that the work of nominating candidates for President, starting with the Democratic convention in Chicago next week and continuing with the Republican sessions in San Francisco a week later, will be witnessed and heard by more millions than ever before (some nose-counters with a mathematical bent say it'll be more than have seen all other nominating conventions down to this time).

The other is that the networks which present these quadrennial dramas will lose money in doing it.

The mechanics of tv-radio coverage, like the tv-radio audience, are vast almost beyond description. Preparations have been under way for more than a year; in some cases almost two years. In all, more than 1,000 network people will be employed at the scene—and most of them will have to make the quick switch, along with equipment of fantastic tonnage, from Chicago to San Francisco virtually overnight. And scores of stations, as well as tv newsreel organizations and radio wire services, will have their own men on hand to provide independent or supplementary coverage.

What will be the result? American viewers and listeners—millions of them for the first time—will get an insight into fundamental political affairs of state such as would be impossible by any other means, including personal attendance. They will know more about candidates and party positions on basic issues than they could possibly learn in any other fashion. They will be equipped to go to the polls in November better informed than ever before. The networks will have taken a beating financially (their news and technical men, physically), but they will have put on one of the most mammoth "educational public service" programs conceivable—a thought which detractors of "commercial" programming would do well to keep in mind.

KWK-TV
CHANNEL
4
ST. LOUIS

FIRST

in MORNING **RESULTS!***

KWK-TV presents TOP CBS and ABC Network shows for the morning audience... sales message IMPACT assured.

*latest TelePulse and ARB reports

FIRST

in AFTERNOON **RESULTS!***

St. Louisans CHOOSE CHANNEL 4's local shows... "RECALLIT AND WIN"..."THE GIL NEWSOME SHOW"..."The FRED MOEGLE SHOW" ... plus CBS and ABC for largest daytime audiences for KWK-TV.

*latest TelePulse and ARB reports

FIRST

in EVENING **RESULTS!***

The BEST from CBS and ABC plus exciting film shows and fine full-length feature films insure the largest audience and highest sales potential for advertisers in the GREAT ST. LOUIS MARKET... KWK-TV of course.

*latest TelePulse and ARB reports

CBS

TOP PROGRAMS OF 2 NETWORKS

ABC

REPRESENTED NATIONALLY
BY THE KATZ AGENCY, INC.

Serving the Great
St. Louis Market

KWK TV CHANNEL 4